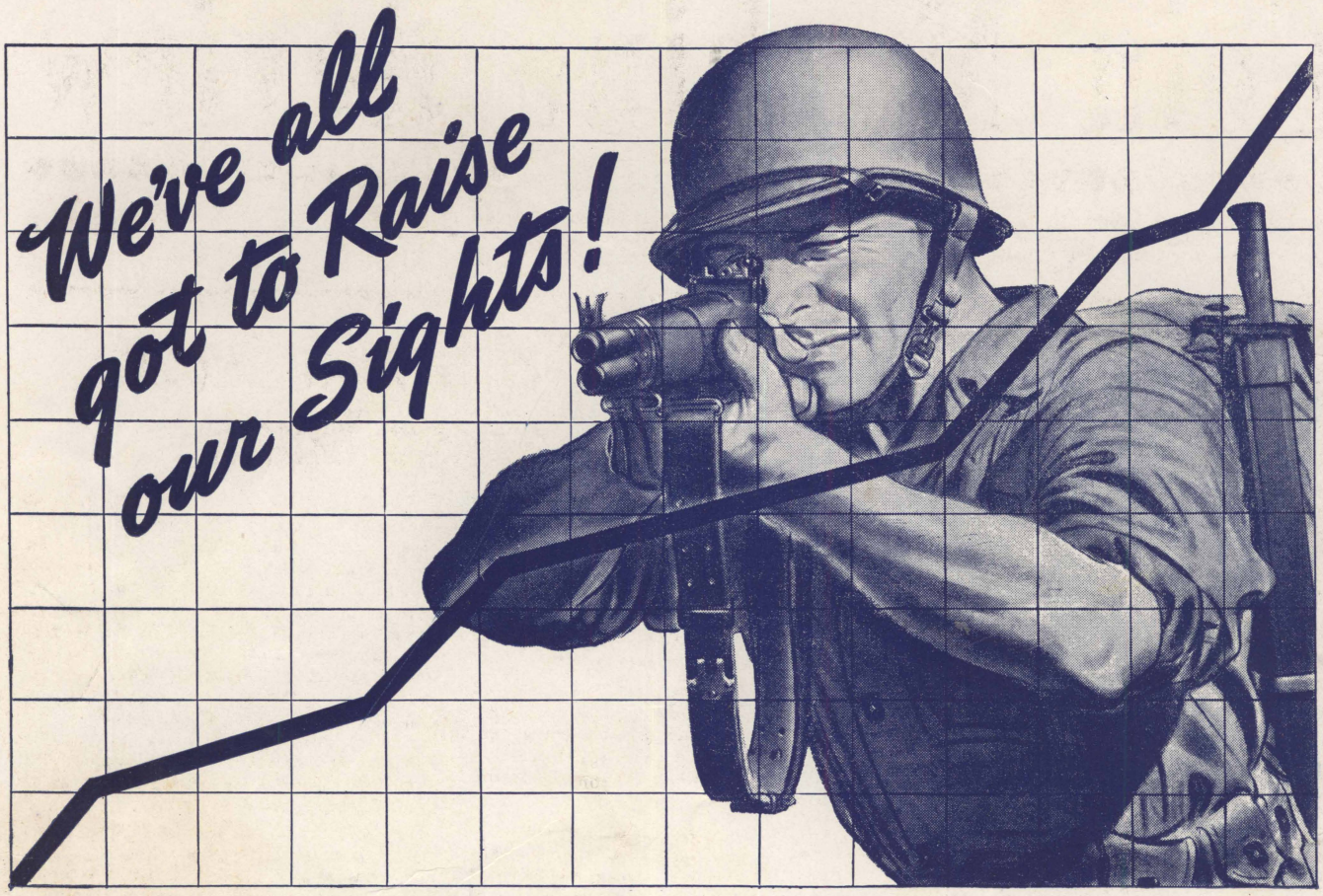
Tenth Anniversary Number of The COIN MACHINE REVIEW

July, 1943

TO HIT 'EM H-A-R-D-E-R



THE year 1943 promises to be the grimmest, hardest year this country has ever faced. Every effort, and every dollar of national income not absolutely needed for existence, should go into war work and War Bonds.

In the Pay Roll Savings Plan, America finds a potent weapon for the winning of the war—and one of the soundest guarantees of the preservation of the American way of life!

Today about 30,000,000 wage earners, in 175,000 plants, are buying War Bonds at the rate of nearly half a billion dollars a month. *Great as this sum is, it is not enough!* For the more dollars made available now, the fewer the lives laid down on the bloody roads to Berlin and Tokio!

You've undoubtedly got a Pay Roll Savings Plan in your own plant. But how long is it since you last checked up on its progress? *If it now shows only about 10% of the gross payroll going into War Bonds, it needs jacking up!*

This is a *continuing* effort—and it needs *continual* attention and *continual* stimulation to get fullest results.

You can well afford to give this matter your close personal attention! The actual case histories of thousands of plants prove that the successful working out of a Pay Roll Savings Plan gives labor and management a common interest that almost inevitably results in better mutual understanding and better labor relations.

Minor misunderstandings and wage disputes become fewer. Production usually increases, and company spirit soars. And it goes without saying that workers with substantial savings are usually far more satisfied and more dependable.

And one thing more, these War Bonds are not only going to help win the war, they are also going to do much to close the dangerous inflationary gap, and help prevent post-war depression. The time and effort *you* now put in in selling War Bonds and teaching your workers to save, rather than to spend, will be richly repaid many times over—now and when the war is won.

★ ★ ★

You've done your bit — Now do your best!

This space is a contribution to victory today and sound business tomorrow

The 121st Consecutive Monthly Issue of the

Coin Machine Review

JULY, 1943

The COIN MACHINE REVIEW for July, 1943, Vol. 11, No. 1. Published monthly at 1115 Venice Blvd., Los Angeles 15, Calif. FItzroy 8269. Paul W. Blackford, editor and publisher. NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Ave., Murray Hill 2-5589. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENtral 1112. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: $1.00 per year or $2.00 for 3 years. 25c per copy.

W. C. Shinn

W. C. Shinn Passes

CHICAGO—W. C. Shinn, president of the Chicago Lock Co., passed away at St. Joseph's Hospital on June 24th at the age of 73. He had been in ill health for some little time and for the past several weeks had been confined to a hospital bed.

Mr. Shinn was very well known in the Coin Machine Industry for his company has served the manufacturers, distributors, jobbers and operators with the famous Chicago Ace Locks for many, many years.

Surviving him are his widow, Myrtle, one son, Lyle, and a daughter, Mrs. Lillian Hawkins, Omaha, Nebraska.

Services were held in Chicago June 27th with interment following at Acacia Park Cemetery.

70 Drinks—5c

NEW YORK—Little did a thirsty office employee know he would turn "bartender" when he dropped a nickel in a coin-operated soft drink vendor June 17th. Down came the cup and the soda gushed down filling it. He lifted the drink to his lips but was interrupted by the sound of another drink gurgling into a cup.

Then in rapid succession approximately 70 drinks spurted into cups in orderly fashion, and the dazed drinker treated the office after a frantic session of "bartending."

Marble Games Not Gambling Devices In Momentous California Decision

SAN DIEGO—In a sweeping decision handed down in the case of I. B. Gayer vs. Thomas Whelan, District Attorney for San Diego, the District Court of Appeal, Fourth Appellate District, held that free-play pin ball machines are not gambling devices and are not subject to confiscation by the district attorney under California law.

Associated Operators of Los Angeles County has been vitally interested in this case and recent arguments on the appeal here were made by Attorneys Morris Lavine, Arthur Mohr, Charles Lyon and Swing and Swing.

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IF YOUR REVIEW IS LATE

Each month THE REVIEW is mailed from Los Angeles in what would normally be ample time to reach you after the regular publication date. If your REVIEW is late, it is because of conditions beyond our control. Despite the fine job the overloaded transportation systems are doing, all kinds of deliveries in wartime are uncertain. Military supplies must take precedence over civilian shipments.

The district attorney of San Diego seized 14 marble tables at Escondido, in San Diego county. He contended the machines were lottery and gambling devices and therefore subject to seizure and destruction. Claim and delivery was brought on behalf of Gayer. The trial court ordered the machines returned and the district attorney appealed, contending that the machines were gambling and lottery devices and gave players free plays when they won and the player could continue to play the game to the extent of his winnings. This alone, the district attorney contended, made the machines gambling devices.

The District Court upheld Lavine's contention that the amusement afforded by a free game or games, awarded the player for a high score, does not amount to merchandise, money, representatives or articles of value, checks or tokens redeemable in or exchangeable for money or other things of value, and that a free game is neither merchandise nor money nor checks nor tokens redeemable in or exchangeable for any other thing of value.

Commenting on the Decision, Curley Robinson, Managing Director of Associated Operators of Los Angeles County, said: "It is the opinion of well informed attorneys and myself that this is one of the finest decisions that has ever been handed down, particularly from the Appellate Court, concerning our business. I think proper publicity should be given this decision so that the industry as a whole is aware of it and can cite same if and when occasion arises.

"This entire San Diego Free Play case involved considerable time, effort and expense and shows what unification of forces can do when proper cooperation is given. I think our Industry has something that it can be most proud of in this decision which has many ramifications that can be used by the entire industry. Naturally, we are very proud of our achievement and feel that through our efforts something has been accomplished that will stabilize our industry and give it a more solid foundation. We are proud of the work done by our attorney, Arthur Mohr, whose untiring and ceaseless efforts, coupled with those of mine and others, has finally borne fruit."

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

Congratulations to The Review On It's Tenth Anniversary + + +

You've been an integral part of our Industry in the years you have been serving it and your service has been monumental. The calibre of your current issues proves that you have it "on the ball." Here are best wishes for many happy years of continued publication of THE REVIEW.

JACK GUTSHALL DISTRIBUTING CO. 1870 West Washington Blvd. LOS ANGELES, CALIFORNIA

Happy Birthday

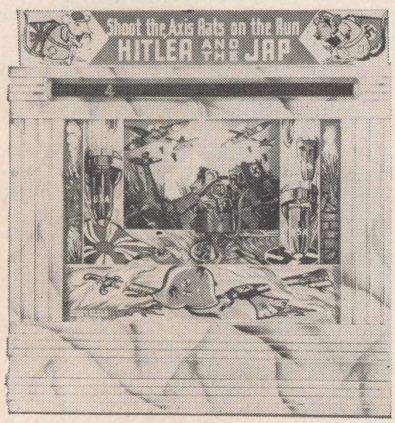
THE REVIEW:

We would like to extend our very best wishes for the continued publication of The Review on this, your tenth anniversary. You have done a marvelous job and we know the industry appreciates the magnificent job you are doing at the present time.

Way back in July 1933 when the first issue of The Review made its appearance we started advertising with you and have never missed a single issue in ten years. We have found advertising in The Review to be very profitable and we attribute a part of our success to the splendid results we have experienced and the prestige our Review advertising has given our organization.

Congratulations, best wishes, and a sincere "Thank You."

(Signed) Paul A. Laymon.



CHICKEN SAM

OPERATORS

"The Victory Model"

Axis Rats on the Run

A Positive Sensation

A DeLuxe Conversion

Unit consists of a new wooden fiber figure and wooden legs and tail. Figure reverses showing a Jap-Rat on one side and Hitler-the-Rat on the other. Beautiful new scenery and streamer in sixteen colors is furnished with each unit. All units thoroughly checked and ready for easy installation.

$15.00 For complete unit, F.O.B. San Antonio. Terms: 50% with order—payment in full saves C.O.D. fee.

SAMPLES SOLD WITH MONEY-BACK GUARANTEE

DELUXE JAP CONVERSIONS FOR BALLY SHOOT THE BULL, BALLY RAPID FIRE, $15.00 each with new scenery.

Bona fide distributors, write.

Manufactured exclusively by

Harold W. Thompson

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Tax Bill Waits

LOS ANGELES—The hope of an early adjustment in the unfair $100 per annum tax on free play marble tables was bashed on July 8th when the Congress declared a holiday and will not resume sessions until September 14th.

Waiting in Los Angeles to make the trip to Washington to present the Industry's arguments concerning the $100 levy before the House Ways and Means Committee, were Curley Robinson, Managing Director of Associated Operators of Los Angeles County, and Art Mohr, counsel for the group. These two were to be joined by 36 members of different organizations interested in securing a sympathetic interpretation and relief on the tax law.

Although the $100 tax went into effect on the first of July the majority of operators have withheld payment and aimed to take full advantage of the 30-day grace permitted in the hope that some relief might come before the $100 fee was finally due. Under current conditions there remains no alternative but for the operators to remit the $100 fee at once.

In recessing members of Congress made it plain that when sessions resumed tax legislation would be the first to be considered for many new tax laws will have to be drafted to provide the tremendous increase needed to successfully prosecute the war.

Postel Opens Clearing House

CHICAGO—Mack Postel, former Middle West District Manager for Uneeda-Pak, has opened a Cigarette Machine Clearing House at 6750 North Ashland Avenue.

"I got the idea for this service when so many of my former customers asked me to help them buy equipment or dispose of equipment they no longer needed. In my new firm I intend to bring buyer and seller together and simplify the equipment efforts of my many friends." said Postel.

His new offices and showrooms are stocked with a flood of cigarette, candy, peanut, ball gum and other types of equipment at attractive prices.

Wounded in Aleutians

LOS ANGELES—Information has been released by the War and Army departments to the effect that Captain Raymond E. Jones, former operator of Fontana, California, has been wounded in combat duty in the Aleutian Islands. Extent of injuries were not disclosed in the advice sent his father, John Jones, Fontana.

War House Organs

CHICAGO—"The Warrior" is the name of a monthly house organ being issued monthly for the employees of the Mills Novelty Co. Devoted to "winning the war by promoting good fellowship, teamwork and patriotic spirit in our shops" the publication does just that for it is filled with pictures showing workers in the various departments, recounting production records, and telling of the social activities of different groups. Edited by James T. Mangan with Gwen Desplenter, associate editor, the publication measures up to the usually high standards set by all Mills printed pieces. An attractive format, intelligent selection of type faces, and faultless printing by letter press in two colors, make it an interesting publication to read.

Rock-Ola Manufacturing Corp. is issuing "The Rock-Ola Family," pocket sized 16 page monthly in two colors for employees. Editorial content deals with the social activities of various groups and departments, comments and stories on former employees now in the service, and a liberal sprinkling of pictures. Booklet is printed by offset with Jack Nelson as editor, assisted by an imposing array of associate editors.

Bomb Haven

NEW YORK—*Yank*, The Army Weekly (for enlisted men), reports that in one of Honolulu's cafes populated principally by soldiers on pass there's a sign on the pinball machine which advises: "In case of an air raid, crawl under this machine. It's never been hit."

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Write **MILLS NOVELTY COMPANY** *4100 Fullerton Avenue Chicago, Illinois, for latest Coin Machine Information*

UNITED STATES TREASURY DEPARTMENT

For distinguished services rendered in behalf of the War Savings Program this citation is awarded to

Coin Machine Review

Given under my hand and seal on **June 30, 1943**

Henry Morgenthau Jr.
SECRETARY OF THE TREASURY

The REVIEW Receives U. S. Treasury Citation On Its Tenth Anniversary

JUNE 30, 1943 was not a bit different than any other day in THE REVIEW's ten years of publication . . . but when the mail was opened IT WAS! For in that mail came a signal honor citing THE REVIEW as the first publication in the Coin Machine Industry to receive the coveted Treasury Citation for extraordinary service in behalf of the Treasury Department's sales campaign on War Bonds and Stamps. In the publishing field this honor is comparable to the Army-Navy "E" and THE REVIEW gratefully acknowledges its acceptance and is proud of the part it has, and is, playing in the War Bond campaign.

In sending along this tribute, Elihu E. Harris, head of the War Bond Staff of the Treasury Department said: "We are happy to know of your magnificent contribution and it is sincerely appreciated. We have issued a recommendation for a citation and we hope it will reach you in time for your gala Tenth Anniversary Issue."

Since the outbreak of World War Number Two THE REVIEW has worked hand in hand with the Treasury Department and Government officials and has made the most outstanding contribution of any publication in this Industry . . . a total of 13 full pages contributed since Pearl Harbor. No other publication in our field, regardless of frequency of publication, has contributed as much. And for the future, THE REVIEW has agreed to donate a full page each month to the messages of the Treasury Department—the ONLY publication in this field to make such a contribution!

Ten years ago when the first issue of THE REVIEW rolled off the presses a skeptical Industry looked, wondered, and counted the days before the idea would drop out of existence. But on the West Coast there were a faithful few who said "This is what we've been looking for, this is what we want, this is what we need, and this must continue!" From this simple beginning THE REVIEW started to serve—just a few at first—but as months went by more and more joined the family of REVIEW regulars until today we number more than 350 jobbers, distributors and

ANOTHER MONTH NEARER VICTORY!

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

PENNY ARCADE HEADQUARTERS SINCE 1895

Manufacturers of Photomatic and Other Famous Coin Operated Equipment

44-01 ELEVENTH STREET, LONG ISLAND CITY, NEW YORK

manufacturers using our advertising columns, in any given year, to reach the blue ribbon operator-subscribers to THE REVIEW.

Today our magazine covers the American continent and more than five thousand readers eagerly await each issue. It is the *only* publication in the industry that has shown a definite subscription growth since Pearl Harbor. Only recently our coverage was extended to Latin American countries and THE REVIEW is now on file in all of the American Embassies of our Sister Republics to the South. In addition many operators in these countries have entered individual subscriptions after having examined the publication in an Embassy reading room.

There has been a "success formula" behind the rapid growth and acceptance THE REVIEW has enjoyed. We have never advanced any idea that might bring profit to a small group—we have always fought the fight of the minority and insisted on complete consideration of the majority—we have insisted on ethics in advertising and "gone to bat" for any subscriber receiving a raw deal at the hands of any advertiser—we have championed various causes we believed would help our Industry—and we have spread a truthful gospel concerning our business in the general press at every available opportunity. Any proposition worthy of promotion and industry-wide consideration has always found welcome space in our columns.

THE REVIEW has championed an intimate type of journalism in this Industry. Sometimes caustic, sometimes frank, it makes for more eager reading and thereby makes the publication one to be looked forward to. This stimulating editorial policy has provided a platinum setting for the advertising of the leaders in our business who freely use our advertising columns each month.

In this, our Tenth Anniversary Issue, THE REVIEW is appreciative of the many tributes from Industry leaders appearing in this number. We count the ten years we have been privileged to serve this field the most enjoyable ten years of our life. We have enjoyed meeting, serving and helping all of you to the full extent of our ability. Regardless of the length of the war THE REVIEW will continue for "the duration" and not six months thereafter . . . but, we hope, for years and years to come. With your continued patronage and respect . . . IT CAN BE DONE!

Steal War Pivots

CHICAGO—The plant of Permo, Inc., was entered July 11th and thieves made off with 8,000 pivots used in the manufacture of military equipment, according to L. W. Olsen, company executive. The pivots vanished from inspection rooms where they had been placed in trays, at a time when a shift of workers was taking place.

* * *

"Why didn't you dance last night?"

"I had on a rented Tuxedo."

"Well, what of it?"

"But it was rented where it would show."

* * *

"We shouldn't handle this money too much. There may be germs on it."

"Nonsense! Germs couldn't live on the money we get!"

Your Voice On Paper—

THAT'S PRINTING

Make It Tell Your Story With Style and Speed!

We tell the Coin Machine Industry story as you would! See for yourself why we defy competition . . . let us handle your next printing job! Remember — we beat quotations from all printing plants in the West! Get the best for the least!

HOLDSWORTH PRINT SHOP

128 So. Alma St. Los Angeles AN 16077

Happel Back On Coast

LOS ANGELES—William Happel, Jr., head of the Badger Sales Co. is back at his desk after a month spent in the middle west conferring with his Milwaukee office and purchasing equipment for both branches.

Happel made the rounds of the larger operators and distributors in Wisconsin, Illinois and Minnesota and as a result there is considerable equipment flowing West.

Questioned as to equipment conditions in the Middle West Happel stated that conditions parallel those on the West Coast and that the better and more expensive pieces are rapidly leaving the market and becoming increasingly difficult to unearth.

In Chicago, Bill visited the various manufacturers he has known for a number of years and one of the highlights of the visit was a golf game with David C. Rockola, Jack Nelson and Mr. Miller, works manager for Rock-Ola. Apparently Bill was at his best for he collected the bets.

Happel was accompanied East by Mrs. Happel and the trip was made by Super Chief.

* * *

Mary: "Did you have a good time on your honeymoon?"

Marie: "Oh, wonderful! And I met the darlingest man."

* * *

Best man (*seeing couple off on honeymoon*): "Here you are—just a few magazines to help pass away the time."

* * *

Customer (in bookstore): "I'd like to buy this, but you have only the second volume."

Bookdealer: "Take it for a dollar, then, and I'll tell you the beginning of the story."

WANTED

CIGARETTE MACHINE ROUTES

We are interested in the purchase of Cigarette Machine Routes of any size. Send us your listing of equipment, geographical area in which operation is established, total monthly sales and best cash price in first letter. All matters kept STRICTLY CONFIDENTIAL!

BOX 475

COIN MACHINE REVIEW

1115 Venice Blvd.

LOS ANGELES 15 CALIFORNIA

OPERATORS! **Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?**

Ask the Operators Who Do So!

Zeigler Insurance Agency, Inc.

541 S. Spring St., MIchigan 0961 *Specialists—Coin Machine Industry* *Los Angeles, Calif.*

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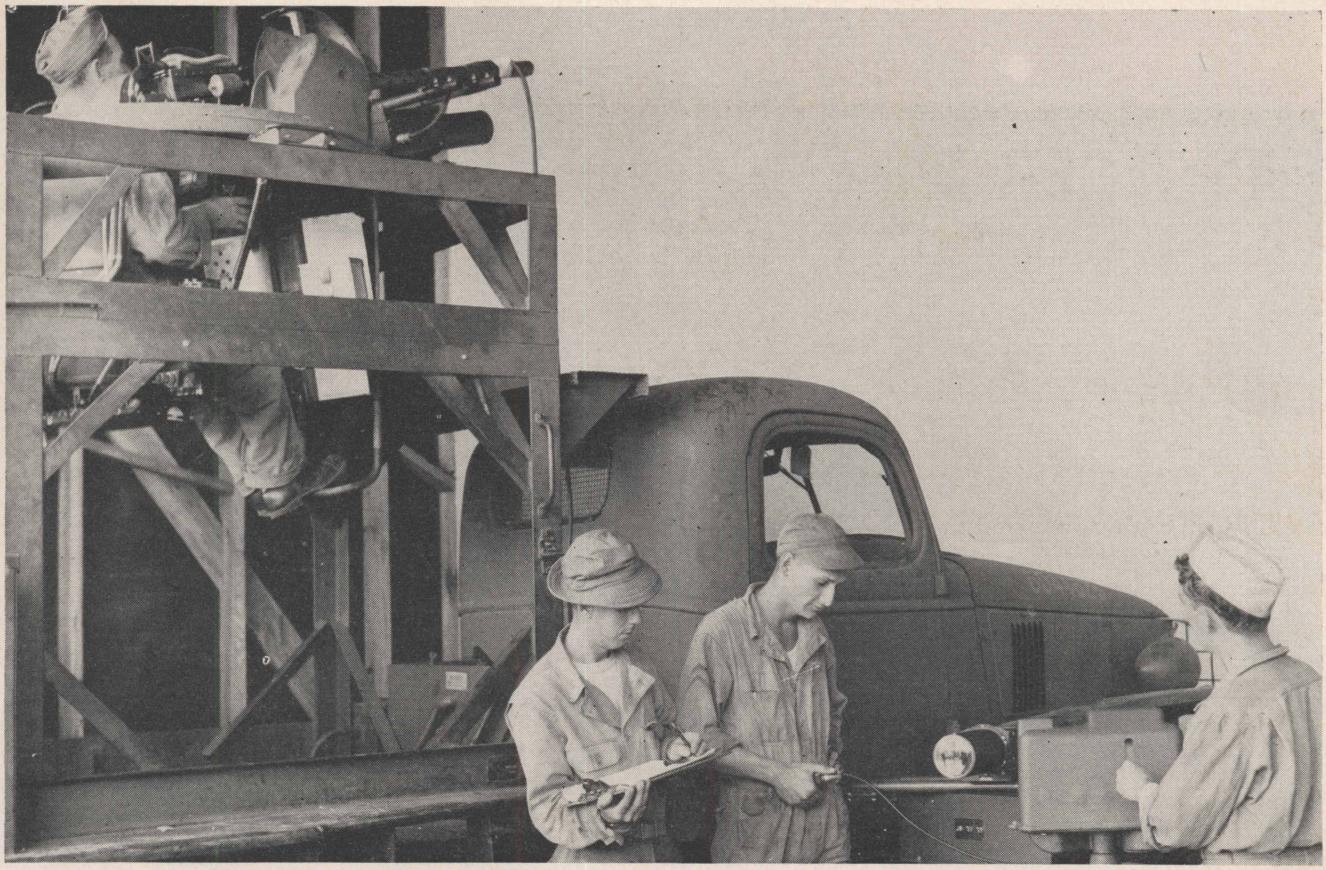


A simple but effective means of learning to operate a gun turret is shown in this shot of the Spotlight Trainer used at Tyndall Field. A lamp, right foreground, throws a moving beam of light on the wall while the student must "track" it with a photo-cell gun lined up with his gun sights. When the cell is aimed at the spot of light it registers a "hit" on an automatic counter.

Photo-Electric Gun Sharpens Aerial Gunners' Eyes

By Pvt. Robert Latimer
U. S. Army Air Forces

THOSE nickel-operated "electric eye" machine guns that you see in arcades, amusement parlors and other places, have grown up.

In a more elaborate form, they're being used to sharpen the shooting eyes of the aerial gunners that Uncle Sam's Air Forces are training at the nation's largest flexible gunnery school at Tyndall Field, Fla.

Here, too, they are used to accustom the gunners to operating the complicated power turrets on which are mounted the same type of machine guns with which those gunners some day will protect a big bomber as it lays its "eggs" on an enemy target.

A turret, exactly like those used on bombers except that it is "armed" with a photo-electric cell mounted between the barrels of the two machine guns which normally are used, is fitted aboard a truck and driven into position before a white screen.

On the screen, a spot of light is projected and moved slowly back and forth and up and down. The gunner aims his "weapon" by operating the turret and, when the spot comes into his sights, pulls the trigger.

If his aim is accurate, a "hit" is recorded on an electric counter when the spot of light causes the photo-electric cell to close an electric circuit. The gunner's score is automatically registered by the counter.

In the gunner's squadron day-room, he'll find another and smaller electric eye-gun, a duplicate of those found in amusement places, but which requires no nickels.

He can try his skill at it anytime he desires during his hours away from the firing ranges and classrooms of the gunnery school. These smaller guns are in one way, even more realistic, because the target is a miniature Nazi or Jap plane which moves across the screen.

As if all this firing weren't enough, a good many of the gunners here drop into amusement places in Panama City when off duty and shoot the same gadgets on a busman's holiday.

And they have to pay a nickel for 30 shots, too.

The day room of a gunnery student squadron at Tyndall Field is equipped with spotlight guns and electric eye airplanes to shoot at. Gunners are shown brushing up on their firing practice in off-duty hours. Model planes and silhouettes on the ceiling are part of the constant training in aircraft recognition.

In class rooms, recreation halls, on the firing range and even in the Post Exchange, students find guns of all kinds. Here in the PX at Fort Myers two students spend some time on the familiar "nickel in the slot" machine that shoots down hostile airplanes.

AMERICAN FIGHTERS . . . men of the free, fun-loving breed for whom Bally games were created . . . are now blasting the enemy out of the sky and sea with the aid of war products manufactured by the Bally organization. Today Bally's only task is to help the Army and Navy fight for America's "life and liberty." But, when America turns again to "the pursuit of happiness," bank on Bally Games and Venders to be in the forefront of post-war prosperity.

Operators and distributors who want early information on Bally's post-war equipment are urged to place their name on a special mailing list now being compiled for Bally's Post-War Flash No. 1.

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS

TEXAS

HOUSTON—Two local pin game operators made a worthy though indirect contribution not long ago when some of their confiscated marble tables were given to the recreation hall at Ellington Field Army Air Base. Machines were contributed by Sheriff's department and will be used for pleasure only and not for gambling purposes. (The naive expression is from Sheriff's department and does not necessarily express opinion of this writer.)

Perhaps the canny peace officers aim to have a real sock at marble tables in that area. Given a few weeks practice on late model machines those steady nerved, keen eyed youngsters of the flying field will probably make the operation of either cash or merchandise payoff machines a very unprofitable business.

George Hubbard, former local operator, was commissioned 2nd Lt. in Air Corps May 20th. Four days later he was married.

Mrs. E. W. Gates donned coveralls and is carrying on their phonograph operations since her husband joined the Navy. Last month she visited him at Rhode Island. E. W. is machinist mate 1st class, and an instructor in Chemical Warfare.

Miss Aline Jackson is the new secretary for Gulf States Amusement Co.

Sportland Amusement Co., a new major operating firm, opened offices on Leeland Ave. recently. B. D. Douglas is owner and manager.

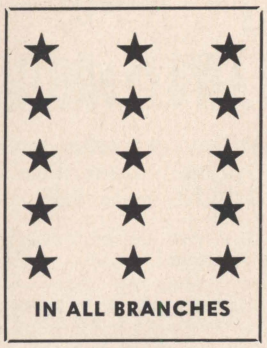
Mrs. J. W. Hazlett, another operator's wife who has donned coveralls and is operating a string of phonographs for the duration, proudly reported that her husband is now a corporal.

A. F. (Al) Lemke, one of the real old time operators, has been employed about a year as 1st class machinist in a 100% war production plant. He is practically out of the phonograph operating business for the duration. Al served his apprenticeship in the railroad shops years ago but worked at the trade only a short time after becoming an accredited machinist. Before phonographs swept the country Al operated vending machines and penny amusement games.

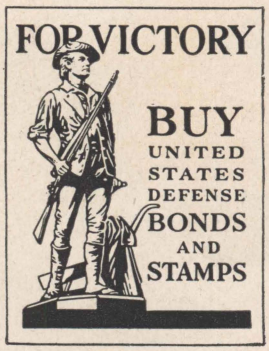
ARCADE NOTES—Edward J. Lambert, operator of Pla-Mor Park Arcade is of the opinion that the $100.00 Federal tax on digger machines will cause the removal of a large percent of those games from operation . . . Charlie Lambert, brother of E. J., has been in the army over two months . . . Mr. and Mrs. Eddie Lynch, operating about 100 machines on a north side location, went partners with two other parties and organized a small carnival. They opened in the east end for an indefinite stay . . . B. J. Douglas, Sportland Amusement Co., is enjoying fair success operating a medium sized Arcade in an exclusively Negro populated section of the City . . . poor bus service and gasoline rationing have hurt business at Playland Park, according to Mrs. B. E. Spencer who assists her husband operating the arcade there.

Important Notice

For the duration of the War the Los Angeles offices of THE REVIEW will be open from 12 a.m. to 4:00 p.m. only each day. Switchboard service will be from 10 a. m. to 4:30 p. m. and the offices will continue to close all day Saturday.



AFTER WE'VE SMASHED THE AXIS; WE'LL HAVE A BIGGER AND BETTER ORGANIZATION!



We have been serving the West Coast for the past 20 Years. Our newer members of this organization, mostly women, will, after we've won the peace, augment the older members who are now in the Armed Forces.

We are doing a job of perpetuating the operators' business for the Duration with more service, parts, and repairs *than ever before*. We are maintaining a competent service department in all of our five branches. In addition, we have a complete line of new and used equipment—both Seeburg phonographs and various amusement machines.

We are Pacific Coast Distributors for

SULLIVAN-NOLAN

Refurbished BALLY 1-Ball Payout Games

We are in the market for THOROBREDS, LONGACRES, and CLUB TROPHIES of the 1-ball free play type . . . All offers for these games should be sent to the Portland Office

Contact our Branch Managers in the following cities:

JACK R. MOORE CO.

Head Offices . . . 1615 S. W. 14th Ave., Portland, Ore.

L. Helen Cusson, Managing Director for Major Jack R. Moore

348 Sixth Street
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John P. Chalman, *Acting Mgr.* for Sgt. John A. Ruggiero

NO. 9 Bernard
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100 Elliott Ave., West
SEATTLE, WASHINGTON
Earl K. Everett, *Manager*

122 East Second South
SALT LAKE CITY, UTAH
Geo. G. (Gardy) Goss, *Manager*

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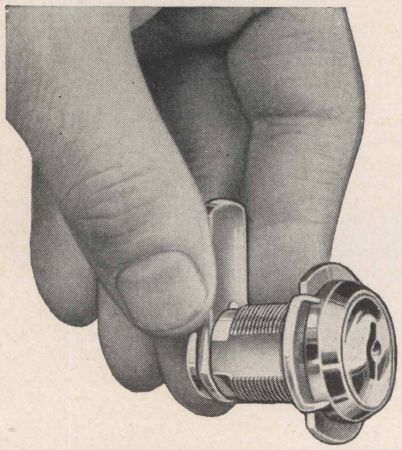

The Lock that resisted TEMPTATION...

Thieves armed with lock picks or stillson wrenches were usually wise enough to leave an ILCO severely alone. That's because ILCO COIN MACHINE LOCKS were *built to resist picking and forcing.*

OK before the war—*even better after the war!*

INDEPENDENT LOCK COMPANY
FITCHBURG, MASSACHUSETTS

Branches in all Principal Cities

8

From Our Boys In The Service

(EDITOR'S NOTE—Through the kind permission of Mrs. Blanche Holdsworth we are publishing a letter recently received telling something of the present activities of her son, Harry Holdsworth, former Los Angeles phonograph operator. THE REVIEW will appreciate receiving other letters which may be of general interest.)

Dear Mrs. Holdsworth:

Harry Holdsworth and I have been in the same company for some time and when I left him May 30th on an island in the Aleutians he asked me to write you this note and tell you he is well and safe. Our island, name of which I cannot divulge, is a windy wasteland; a pile of volcanic rock from 6 to 20 miles across and covered with rain-sodden tundra, moss and sticky-slick mud. The weather is almost universally bad, consisting mostly of fog, rain and high winds with snow and sleet during the winter.

The sun shines about once in ten days and then is pale and weak with no warmth.

Now the men live in huts but most of the winter was spent in tents half-buried in holes in the hillsides for protection from the wicked winds which whip in from the bleak and dreary Bering Sea at speeds which often reached 100 miles per hour.

After many monotonous months of backbending and blister raising work we transformed the island from an uninhabited, windy wilderness into a good military base and a livable camp. Clothing is excellent and food is good and plentiful but sorely lacking in variety, being all canned or dehydrated.

The isolation is maddening, and there is not a tree within a thousand miles. But it is much safer there than in most other theaters of the War and you needn't be alarmed for Harry's safety.

I am here in a hospital in this country because of asthma which came back on me in the decidedly unfriendly climate of the Aleutians. I'll probably be assigned to limited duty here in the states.

Private G. B. S.

Dear Mr. Blackford:

It's odd the strange bits of information one picks up in the Army. For example, only since I started wearing khaki did I learn that there was an amazingly colorful and beautiful sun-rise at 5:30 in the morning or 0530 in Army time. I dimly recall once seeing a sun-light at that hour before November, 1942, my induction date, but was too bleary eyed to take much notice.

Now, however, I spend about a half-hour each morning observing the beauties of nature and participating in some athletic activities or doing calisthenics under a vigorous and boisterous and cheerfully-loud-earful of non-com. This exercise develops an appetite which is no longer jaded but hungrily eager for the eggs, which are a staple part of Army diet, and sausage, coffee, milk and bread and butter which at 6:15 A.M. seem like delicacies of a pre-war French chef instead of the concoctions of a male cook whose only previous

(See OUR BOYS, Page 12)

Is the lady of the house in? I'm demonstrating a new brassiere—unaffected by priorities!

OPPORTUNITY!

Mills OWLS new in factory cases.....$ 99.50
Vest Pocket Bells 5c metered BL. & Gold, New...$ 75.00
Mills Glitter Gold Q.T.'s. 5c new.....$129.50

Topic	$79.50	Pan American	$29.50
Bosco	$59.50	Argentine	$49.50
Towers	$59.50	Captain Kidd	$47.50
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80	$ .75	6L6G	$2.00
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Thoughts of an Ex-REVIEW Editor Now In The Service

By PRIVATE H. L. MITCHELL
4th Signal Photo Lab. Unit, Camp Livingston, La.

RAILROADMEN, theatrical people—including those concerned with motion pictures—and, especially, printers, have something different about them. No doubt there are other types of occupation in which these engaged feel the same way, but those, at least, are notable in this: They are never really happy away from their chosen field. You've heard, of course, the old phrase "He has printer's ink in his veins."

I shouldn't be surprised but what coinmen were a good bit that way, too. Take my case, to be personal about it.

Here I've been away from the industry since—let me see—early in 1939. And even then my connection with it was indirect. Some of you will remember me as a former associate editor of the REVIEW. Yes, and I handled some of the advertising, too. But then perhaps the indirectness was offset by the fact that I had a pretty good over-all view of the entire coin machine field—plus my share of printer's ink.

Anyhow, ever since I've followed with no little interest the goings-on in this unique and interesting business—items in newspapers, an occasional reference to operating in some outside publication, these things I have noted. I've read most of the copies of the REVIEW since then, too, and (is this heresy?) even an occasional copy of Billboard, which covers other phases of the entertainment world so effectively.

And now, here I am again, in print once more, and talking about the trade. Only this time I'm wearing sun-tans (and damp ones, at that, as they can be only in the humidity of Louisiana), and doing my talking from an Army camp.

You can expect almost any subject to come up in the bull sessions that go on in an Army camp. Sooner or later, it will. Sex is often the first subject to be considered, which is more or less natural since the life, apart from women, is so unnatural. After that there's the business of furloughs and week-end passes, how they're obtained and what is done with them. After that it's likely to be "shop talk," sessions about the Army, the job and the war and —not too unlikely—the officers. Beyond that, it's every man for himself.

The other evening the subject of coin machines came of its own accord in a group with which I was sitting-in. It started with some chap who had been in New Orleans and had been lucky on one of the slot machines. From that it went to marble games, with one of the fellows wondering how manufacturers still seemed to be turning out new games when everybody else was turning out war supplies. Before I had a chance to set him straight a man from Chicago, who evidently knew somebody in the business, explained that the "new" tables were just rebuilt and repainted, so that they looked new. That satisfied everyone, and the industry may be glad to know it has an unsung public relations man at work in the Army.

Next the topic turned to phonographs—only he used the obsolete term "juke box." One youngster in his early twenties thought it was all a big graft—"And all the rest of the slot machines, too," he declared. Pressed for an explanation of his meaning, he said he thought it was all a racket—buy stuff for a few dollars and set it out somewhere and then go around and rake in the dough. He'd worked in an aircraft plant before a wave of patriotism swept over him and he was drafted, and he'd seen the patronage given all types of equipment within the plant and in the spots around it.

Once more I saw an opportunity of doing the industry a service, but again I was stopped, this time by the quiet voice of a chap named Helfand from Detroit (only he's a sergeant, and not always quiet-voiced). Before his enlistment, several years ago—just after Pearl Harbor—he'd been a phonograph operator. He knew the story, and he told it well. There were interested questions afterward, but no arguments, so it was clear that he'd stated the industry's case well.

After that, the talk turned to some of the discoveries of science, partly resulting from research for war production—such things as plastics, in particular—and their application at home and elsewhere. Meanwhile a couple of the boys on the side got to reminiscing about girls they'd met since they'd gotten into the Army, and before long no one was talking about plastics.

It seems that I have in me a layer of something or other that urges me to research and investigation—or, if that is impossible, to speculation, at least. And I got to thinking about plastics and some of the other wonderful things we've been promised when we've gained an end to strife. I got to wondering about their uses, and before I knew it I was thinking about their uses in the coin machine field.

Of course it struck me at once that the industry had long been a pioneer in the use of plastics; virtually every branch of the trade had seen equipment manufactured in which plastics had been used in some form or another, even though insignificantly in relation to an entire device. The extensive use of plastics in phonograph cabinets was an obvious example of early awareness of new trends in design and use of materials. From that came a deduction that post-war equipment would go in much more strongly yet for plastics, new types of glass, the new "light" metals, and the new forms of wood. Naturally I'm not the only one thinking along those lines; you may be, and certainly the manufacturers will be. He knows the strength of these materials, the possibilities for new concepts of both beauty and utility, the lightness, and the ease of cleaning which can come about with developments along this line.

What else of the trade, as I see it? For one thing, I would say "Don't look for new equipment the week after the war ends." Certainly there will be a few manufacturers fortunate enough to get rolling fast, but they will be the exception, rather than the rule. Redesigning and retooling will take time, and the big plants turning out cars and other consumer goods will probably command the first share of labor returning from the war and from war production. In general such a delay as this will cause the industry nothing beyond minor strains on the temper.

What phase of the coin machine business is due for the greatest gain? I suspect it will be the merchandise aspect, and that offering service, rather than entertainment —not that entertainment devices will be a thing of the past. It is generally conceded that this industry sprang to its full stature during the generally-unlamented depression area. Indications are that we may anticipate some more of the same—how much or how long, no one can foresee, other than at least for the time it takes to make readjustments; as for any return to "normal", there is no such thing, and never has been. Depression, in whatever degree, will undoubtedly stimulate a new interest in low-cost entertainment—but I have a hunch there will be a good deal more seriousness about the whole business of living, after

(See THOUGHTS, Page 47)

FOR SALE

4 Evans Automatic Duck Pin Alleys

No pin setters needed as patented mechanism sets pins faster than human. Coin-operated but could be changed to manual operation if desired. Exceptionally well built by factory in 10-foot sections for portability. Regulation game yet very quiet. 43 feet overall length set up. Complete outfit including score sheets, spare parts, etc., ready to go. The "help problem" is licked here. Start a profitable bowling business or operate with arcade. Give us your best cash offer on this rare equipment, QUICK.

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The most thorough and complete "CHICKEN SAM" Change-Over to "JAP" Ray-Guns in the U. S. A. "SHOOT THE JAP" Ray-O-Lite Guns. A MONEY-MAKER right from the start. Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet-makers see to it that every reconditioned Seeburg "CHICKEN SAM" Ray-Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested and cabinets finished in solid Blue lacquer with Black trim. Our "Jap" Ray-Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for $175.00 to save C.O.D. charges, or $60.00 with your order—balance of $119.50 C.O.D.

CHICAGO NOVELTY COMPANY, Inc.

1348 Newport Avenue **Chicago, Illinois**

OUR BOYS

(Continued from Page 10)

knowledge of making food more edible was to spread jelly over a dry piece of bread.

Once breakfast is over, and it is always a lengthy meal because there's plenty to chatter about concerning the dream of last evening, real or otherwise; the newest regulations which make Army life more rigorous; arrangements being made for the next three day pass or perhaps for a furlough, or else to find out from the fortunate fellow who had just returned from pass, how Philly or New York looked. Recently, the greatest topic of conversation has been the candidacies of various boys for the Army Specialized Training Program. A large number of our comrades have already departed for their first screen tests, several have been assigned to universities in the East, two to swanky Yale, and others are awaiting the results of their initial interview.

After the mess sergeant had cleared the mess-hall by the subtle suggestion that if we liked the kitchen so much we intended to spend the day there he would assign us some nice detail like K.P. which would afford an opportunity to spend considerable time with him. Following the last gulps of food and dash into the outdoors, we slowly track our way back to the barracks to sweep up around the bunk, tidy the clothes and either roll the bed-clothes or neatly tuck the corners without pulling the covers off which would require making the entire bunk over again. Sometimes I spend ten minutes trying to arrange the corners neatly, in the hope of fooling my barracks leader, and thus avoid making my bed which would take about five minutes. But then who said Privates should think?

Before going to the assigned tasks each of us spends a considerable time cleaning his best friend, the rifle. It took me a long time to learn the importance of keeping my "chum" clean and well oiled but a few details like scrubbing the floors and washing windows improved my memory tremendously. When shoes are shined and properly arranged under the bunk, the entire barracks cleaned and everything is in grand shape, the working day begins. As I mentioned I am in the communications section and so I hie to the building where I spend most of my waking hours and try to faithfully learn the difference between an amp and a volt, a radar tube and a radio tube and various other things which might enable me to discern the difference between a field telephone, a radar and a radio set.

Since I have already celebrated my mid-year anniversary as one of Uncle Sam's uniformed nephews I am permitted to request a furlough. Now my evening prayers include a prayer for the well-being of our Adjutant, at least until he can sign my furlough papers which would make a Philadelphian out of me for about a week in July, if my request is granted.

Incidentally, our Regimental baseball team is now in second place in the local military league with former major league pitcher Sam Nahem, one-time Brooklyn Dodger, St. Louis Cards and Philadelphia Phillies heaver, a star with us, while our best hitter is former Pacific Coast Leaguer, Lt. Thornton. I believe he played with Seattle at one time. What a hitter the Looie is. However, I have determined not to at-

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Best Changemaker on the market, dispensing five coins at one time into the hand.

To Arcades, Clubs, Taverns and Cigar Stands

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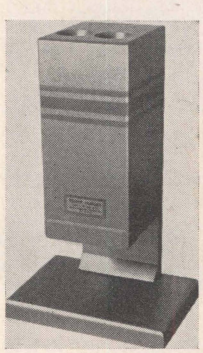
Note: Jobbers Write for Quantity Price



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tend any more games in the twilight hours following retreat, because every time I've gone our team has lost. In fact, I've seen them beaten every time but one, so maybe my presence puts a hex on them.

Entertainment at this place, which is not exactly loaded with facilities for it, is mainly provided by the U.S.O. We certainly have plenty to be thankful to them, because in many little ways this organization has made life more pleasant and interesting. The little USO camp shows which frequently play at our barracks, the paper, envelopes, special holiday stationery, books and similar items which they provide enable many of us to temporarily forget the daily routine.

Our last USO show brought in an attractive, well-built femme magician who found it difficult to keep some of her secrets secret since the boys tried to sit on two or three raised chairs to peek at her more advantageously. As she had many occasions to lean forward the gal endangered some lads' necks as they tried to peer behind the low cut bosom of her dress. One boy almost burst a blood vessel in his good eye. But that is only a small part of the regular USO entertainment. Most of it consists of comedy, some high, some low, a dancer and a few musicians and singers.

Recently we have not had any dances in the Battery because our day-room does not provide sufficient room. However, the neighboring town has a good USO dance-hall which is also used as a boxing arena and roller skating rink. In addition we have found an excellent public swimming beach and when we get daylight passes many of us make a mad dash for the beach for a few hours bathing. I've gotten a good suntan myself, part of which was secured during 15 minutes sun-baths at lunch hour which I make a 15 minute lunch period.

Best regards to you, Mr. Blackford, and the entire staff of the REVIEW on your anniversary. Hope that you'll both go upward with the coin machine boom which should follow the war's victorious end.

Private Harry Bortnick

A Suggested Program for Establishing Proven Ownership of Coin-Operated Equipment

A DISCUSSION

ESTABLISHING the ownership of coin-operated equipment has been a bug-a-boo for jobbers and distributors for many years. The "I know him, he's honest" system has prevailed but from time to time some of the old and trusted individuals have pulled the well-known wool over the eyes of trusting suppliers.

Under the existing system a man's word amounts to proven ownership for there is no easy way to check and verify if he has paid in full for the equipment. Shyster operators and slickers were quick to see this peculiar quirk in coin machine jobbing and distributing activities and as a result a number of our leading firms have been trimmed on trade-ins made by the dishonest operators.

Purchasing equipment on a small down payment at one jobber's, the shyster drives across town and trades the equipment in for its current value on a new, or nearly new, piece of equipment. Here's an example, and we have many more in our files: A jobber specializes in selling used equipment with a low down payment. Combining financing along with his sales activities he is able to sell with a very small down payment. Recently an operator purchased a $150 used phonograph from him with a ten dollar down payment. Within the hour the operator drove across town and traded the phonograph in as down payment on a brand new phonograph. All of which means that said operator obtained a $650 new phonograph with a down payment of only ten dollars.

Next day the first jobber identified the machine on the show floor of the second jobber. An effort was made to contact the operator (?) but to no avail. Jobber Number One loaded up the phonograph and drove away leaving Jobber Number Two holding the bag to the tune of $650.00. Later investigation by the police department revealed the phonograph had been sold to a location for $750 cash.

Something must be done to stop this illicit traffic in machines and nothing could be more fraud-proof and workable than the pink and white slip program used in many states in the registration of automotive vehicles.

Under such a system a pink slip, showing legal ownership, would go along with the equipment when it left the factory. The jobber or distributor, reselling the equipment on a time-plan, would hold the "pink" in his files and issue a white slip showing evidence of purchase and showing the name of the purchaser along with the name of the legal owner (the jobber, distributor, or manufacturer, as the case might be). When the equipment was paid for in full the jobber or distributor would endorse the "pink" over to the purchaser, pick up the old "white" and re-issue a new one showing the name of the purchaser listed twice; first as registered owner, and second as legal owner. At all times the "white" would be attached to the machine and thereby give complete information to all concerned as to the present ownership of the device.

Information concerning the pink and white slip formulae could be passed along to location owners and in a very short time the hi-jacking and lifting of equipment from locations under fictitious assertions would cease.

For protection the pink slips issued by the manufacturers would be perforated with the initials or part of the name of the manufacturer to guard against counterfeiting. White slips would likewise bear notary seals and signatures of jobber or distributor for protection.

This is a rough outline of a plan which we feel should be presented to the Industry at this time. When manufacturing resumes after the war it could be put into effect immediately if the Industry decides upon it 100 per cent NOW.

We are throwing our columns open to a discussion of the plan and we are anxious to have your ideas and reactions good or bad, and any suggestions you might have to improve it. Information supplied will be printed anonymously or with your signature in accordance with your wishes, so let us have your opinions and suggestions today. Address letters to THE REVIEW, 1115 Venice Boulevard, Los Angeles 15, California.

* * *

A newspaper found a man in Arkansas who lived so far back in the hills that he had never seen Mrs. Roosevelt.

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RECUPERATOR BATTERY

Strong, efficient, sturdily built to do the war-time job it was designed for, you'll find this Battery superior to any on the market today for into it has been built the battery experience of seasoned veterans in the field . . . and what's more every Roberts Traffic RECUPERATOR BATTERY is serviced with the proven and established RECUPERATOR Long Life Battery Service at the time the battery is cycled when new at the factory. This prevents ruinous sulphation and corrosion right from the start and gives your battery greater capacity, greater power and the ability to take a charge from your generator in a fraction of the time ordinarily required.

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CIGARETTE COMMUNIQUE

by

GEORGE CLEVELAND

So Fully Packed

A communique is customarily news from the front. Just to be different let's start this one off with something about the rear. An operator we know says some girls in slacks remind him of Lucky Strike's new slogan: "So Round, So Firm, So Fully Packed."

Sans Cellophane

The reduction of cellophane allotments for cigarette makers of ten per cent has now caught up with most of them. As you know, Pall Malls have already shed their jackets (possibly temporarily) and Luckies are coming with one pack in each carton without cellophane. Others will drop cellophane for the summer while some will just dig deeper into inventories and hope that something will turn up before their stocks are exhausted. Luckies Suggestion Slip to Patriotic Customers is going to be a headache for route men—an extra motion on every carton.

Removal of cellophane will also make the problem of handling pennies for change a difficult one. Some think pennies can be inserted in the outside paper of the pack—some are going to try postage stamps (authorized by OPA in one of its Questions and Answer Bulletins last May). This column will be very much interested in hearing from operators as to how they solve the penny situation without the help of cellophane.

Unusual Trade Names

Cigarette vendors quite often hit on a trade name that clicks. We can think of a couple that are really assets. Nick Ranells of Glendale, California uses the name Nicotine Nick and do people remember it. Another vendor calls his business Cigarettes, Unlimited—not bad either. Do *you* use a distinctive name—or do you know of some operator who does? If so drop us a line and we will pass the news on to the rest of our readers.

Salesmanship

To address a location or a prospect by his or her name is one of the primary rules of salesmanship. You do not even need a good memory to do this—just a good pencil and some simple way of keeping the information quickly available. If you know your location only as Jack—ask him his full and correct name and write it down in his presence. The attention will please him and you will always have the data on file. Prospects are even more important. Get all the facts and do not be backward in asking for them or in letting the prospect know you value his name enough to record it in your files.

FTC vs. Cigarette Makers

The Federal Trade Commission, popularly (or unpopularly as the case may be) known as FTC, has issued complaints against Lucky Strike, Camel, Old Gold and Philip Morris for extravagant advertising. Be sure to get a copy of the July issue of *Reader's Digest* and read the article about it on Page 17. It will interest you no end. Chesterfield's modest claim that "They Satisfy" seems to satisfy FTC as no complaint has been made against them. In an entirely different field FTC is also shooting at Willys and their Jeep advertising. Someone suggests that FTC should take a half interest in Sherwin-Williams slogan "We Cover The Earth" and then issue a joint complaint against SWP and themselves. (Prediction: Sooner or later FTC will have to spit out a lot of hot mush).

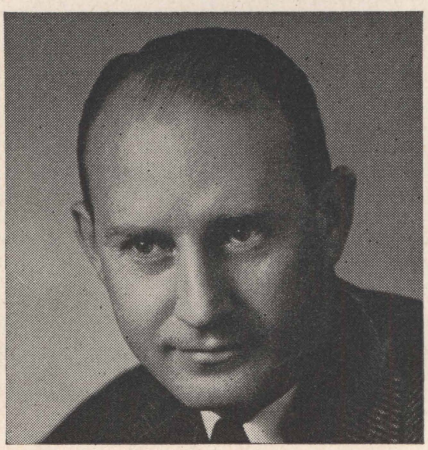
Service Men's Recreation Centers

Some of these, such as USO, Hospitality Houses, etc, are fairly good cigarette locations. If you are soliciting some spot of this type and have not been able to convince them of the value of a cigarette machine try this: agree to put a notice on the machine reading "Profits from sale of cigarettes goes to purchase free smokes to give away at our Canteen." Most all Canteens do give away single cigarettes and the sign referred to will usually clinch a sale with the Manager of the place.

Commissions

Since last November 1st commissions have been a difficult point in location relations. Here is a scale used by a number of

(See CIG. COMMUNIQUE, Page 16)



To the Operators in the West:

We are still Western Representatives for

NATIONAL

CIGARETTE & CANDY MACHINES

Although we have no new machines to sell until the War is won, we do have an ample stock of parts for National Candy and Cigarette Vendors.

We cordially invite out-of-town operators to drop in and see us whenever they are in Los Angeles. You'll find us at the same old address.

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The Cigarette Machine Operator's Place In American Life

by R. Z. Greene

Rowe Manufacturing Company, Inc.

THE history of automatic merchandising of cigarettes in this country is an inspiring American story of growth from a small beginning. Although the industry was beset by formidable obstacles from its inception, it has grown into an important link in the process of supplying the nation's consumers with cigarettes.

Its economic need has been well established and the industry as a whole has matured into the realm of big business. Now while we are engaged in the greatest war the world has ever known, it is well for us to turn back our thoughts to the past and to consider our position at present to determine the operator's place in the American life of the future.

The progress of cigarette machines has been closely linked with increased cigarette production. Statistics tell the story better than anything else can. Machines had not yet made their appearance during the last World War. In fact, they did not appear until 1925. Production of cigarettes for that year was 82 billion. Both the cigarette machine industry and the production of cigarettes began to move forward with huge strides while the nation was in the throes of a great depression. By 1935 the machines became generally popular. Production of cigarettes for that year totalled 140 billion. In 1942 production was 216 billion, and is expected to reach the stupendous figure of more than 250 billion for 1943. Cigarette machines will participate in this immense growth.

Today, out of an estimated million retail outlets for cigarettes, about one-fifth, or 200,000, distribute their cigarettes to the consumer through machines. More than ten per cent of the total cigarettes sales in this country is handled by the machine method.

The success cigarette machines enjoy is due to the initiative and ability of the operators in getting them before the greatest number of patrons. The fabulous growth in Federal taxes may be partly ascribed to the thorough manner in which machines make cigarettes so conveniently accessible in many outlets that are open long after the regular stores are closed. Many owners of restaurants, bars, grills, etc. look upon the cigarette machine as an indispensable adjunct to their business, equally as important as the cash register. This type of retailer has found that over-the-counter sale of cigarettes usually represents a loss instead of a profit, and will handle cigarettes only through a machine. Cigarette manufacturers consider machines an important complement to retail distribution.

Many seemingly insurmountable obstacles were encountered before operators achieved their present success. There was considerable opposition to cigarette machines from retailers and wholesalers alike who believed that machines were injurious to their business. This has been largely overcome by means of education in this modern method of merchandising. Early machines were poorly constructed and operators suffered huge losses from slugs and robberies. Often, machines failed to function. These difficulties were overcome by progressive manufacturers.

In the beginning, machines were looked upon as slot machines and the operators as racketeers. Very few legislative bodies understood that selling cigarettes through a machine is merely a method of merchandising. Some state legislatures and city councils passed prohibitive, punitive and confiscatory tax measures relating to machines.

Leaders in the automatic merchandising field realized that an organized effort on a national basis was necessary to combat the spread of restrictive and discriminatory taxes. As a result, the National Automatic Merchandising Association was organized in 1936 with seven members. Since that time the membership has increased to more than a hundred active and associate members. Very few objectionable tax measures have been imposed on the industry since the National Automatic Merchandising Association came into being. It is an organization worthy of the support of every operator.

In reviewing past difficulties, the restrictions which the present war has inflicted upon us do not seem so harsh. Loss of employees to enlistments, inductions and war industries, rationing of cars, tires, gasoline, shortage of repair parts, have required operators to adjust plans, policies and practices to fit the kaleidoscopic changes which war imposes. Many of these adjustments require frequent readjustment. Some are temporary expedients that will last only for the duration. Others may prove permanent because they are found better than old established customs and methods.

Most operators carry on their business with a high degree of efficiency despite all the hardships imposed upon them. Older men, men with handicaps, and in some cases women, are trained to meet the labor shortage. Capacity of machines has been increased, and additional machines placed in many of the same locations to cut service calls and save gas. Operators have concentrated their machines in smaller areas and turned over to competitors locations too far removed from their headquarters, with a view to complying with the rulings of the Office of Defense Transportation, and other applicable regulations.

With new machines not being produced, with parts becoming more difficult to secure, the watch-word of the operator insofar as equipment is concerned is "eternal vigilance". He and his servicemen have learned to make all minor repairs right on the spot. More attention is given to keeping the machine clean, both inside and out. Operators generally have placed patriotism above profits and have willingly and cheerfully endeavored to adjust their operations to the changing requirements of the war emergency. He performs a real service to his community by making cigarettes conveniently accessible and by supplying a prompt and unfailing service to many defense plants, army post exchanges, naval bases, commissaries, etc.

The war has taught us many things. Some of us see in the present situation an opportunity to correct and improve certain practices and customs even though not actually compelled to do so. We no longer consider our competitor an enemy, and have learned that price wars are destructive to all who engage in them. In most cases customers have been more than cooperative and tolerant during these trying times to the operator who maintained the right kind of service prior to the war. The good operator is not taking advantage of that because he knows there will be a day of reckoning after the war. He is still conscious of the fact that ours is a business of service and unless we strive to maintain it on an efficient basis, the business must eventually die.

We have been forced to learn how to utilize men and equipment to the best advantage. We have gained the knowledge that modern equipment is essential to success. It has been demonstrated that no operator can realize the maximum potential profit from his territory with inferior machines. All in all, we have learned that ours is a good business, a business that prospered during depressions and will survive all of the hardships of war years.

Although victory is not just around the corner, we have to think of how the post-war period will affect us. The increase in cigarette consumption seems to have no predictable limits and cigarette machines will keep pace with this growth.

There is also no predictable limit to the number and variety of things that might be handled through automatic merchandising machines after this war. The possibilities are literally boundless. New means of transportation will enable the operator to widen his scope. The horizons of opportunity being opened by new industrial techniques and new materials will be utilized advantageously by progressive manufactur-

(See OPERATOR'S PLACE, Page 46)

HOME OF "TRUE VALUE BUYS"

We still have on hand the following brand new machines:

BALLY FOUR COIN MULTIPLES, P. O.

MILLS BELLS **BLUE FRONTS**

BROWN FRONTS **GOLD CHROMES**

These are brand new and direct from the factory and are not so-called reconditioned, rebuilt, refinished or overhauled machines.

Over 500 Consoles, Free-Play, Pay-Outs and Convertibles in Stock for Immediate Delivery

Write, telephone or wire your requirements to us. Our used equipment must be seen to be appreciated. Any equipment purchased from us is guaranteed regardless of price. If it is not the finest you have ever purchased, return it to us for full refund less freight charges.

See *LEW LONDON*

LEADER SALES COMPANY

131-133 North 5th Street, Reading, Penna.

PHONES: 4-3131, 4-3132. Nite: 6077

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

CIG. COMMUNIQUE

(Continued from Page 14)

operators in territories where the 15c price still prevails and which seems to satisfy both locations and prospects:

0 to 250 packs per month—no commission
251 to 500 packs per month—¼c
501 to 750 packs per month—½c
750 and up packs per monh—¾c

This requires monthly payment of commission, preferably by check. And with the reduced returns the location is getting these days it is much better to pay them by the month than at time of collection. Monthly payment gives them enough to make them feel they are getting something worth while. In territories where extra State and other taxes push the price up and give the operator a slightly longer profit this scale might not fit. However cost of inserting pennies, affixing stamps, etc. usually eats up any cushion that seems to be there.

Do You Have A Money Sorter?

To our knowledge, many operators with small routes do not have either money sorters or money counters. If you do not have a sorter and are at all handy in making things (and what cigarette operator is not) you can easily make a sorter which will save you many hours in handling your collection money. As you know, sorting nickels from dimes is almost half the job when you count by hand. If enough of you write in and ask for complete instructions as to how to make a "home made" sorter we will give you details in a subsequent issue. Just address the writer and let us know you are interested.

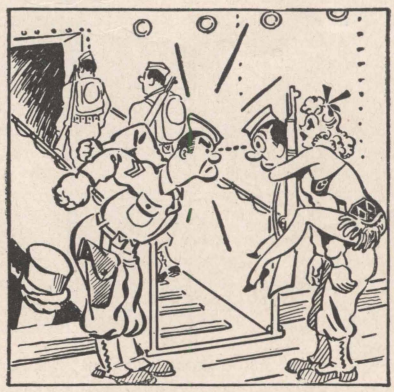
Banking in Bulk

Along the same lines, that is the handling of your money, most of the less extensive operators wrap their nickels and dimes for the bank. You can bank these in bulk and save a lot of time and trouble. Regular requirements of most banks is $200 in nickels and $500 in dimes but if those amounts are too big for you your banker will undoubtedly arrange with you to handle smaller bags. Recently during the nickel shortage banks were asking operators to bank in $50 bags and there seems no reason why they can not handle smaller bags now. See what you can do along these lines—a home made sorter plus banking in bulk will surely save you a lot of unnecessary work.

Yeomans Passes

SAN FRANCISCO—Lewis H. Yeomans, 48, owner of the Yeomans & Foote advertising agency, passed away at a local hospital on June 20th. Yeomans had been in the advertising agency field for a number of years and was formerly connected with Lord and Thomas and the Leon Livingston agency.

For the past few years he has handled the advertising of William Corcoran, Pacific Coast Manager for Buckley Music System, Inc.



Aw right! But a night club singer ain't classed as a musical instrument, see!

SIGN THIS ↓ ↓ SEND WITH ORDER

CONSUMER'S CERTIFICATE

I hereby certify that the part(s) specified on this order are essential for presently needed repair of electronic equipment which I own or operate.

Date ..... Signature .....

HARD-TO-FIND RADIO TUBES

Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
OZ4	$1.65	6A8	$1.35	6N7GT	$1.65	7B5	$1.35	37	$ .90
1B5/25S	1.35	6B5	2.00	6Q7	1.35	7B6	1.35	38	1.15
1H4G	1.05	6B8	2.00	6Q7G	.90	7F7	1.65	41	.90
1H5G	1.35	6B8G	1.35	6R7G	1.15	12SK7GT	1.10	42	.90
2A3	2.00	6C5G	1.05	6SC7	1.35	12SQ7GT	1.10	43	1.10
1Q5GT	1.65	6C6	1.05	6SF5GT	1.00	24A	.90	45	.85
2051	2.60	6D6	1.00	6SJ7GT	1.15	25L6GT	1.15	47	1.15
5U4G	1.05	6F5G	1.15	6SK7	1.05	25Z5	1.10	56	.85
5V4G	1.65	6F6G	.95	6SQ7GT	1.15	26	.75	57	.95
5W4G	1.05	6F8G	1.35	6SR7	1.05	27	.70	58	.95
5Y3G	.75	6H6GT	1.15	6V6G	1.35	30	1.05	75	.90
5Y4G	.80	6J5	.95	6V6GT	1.15	31	1.05	76	.95
5Z3	1.15	6J7	1.35	6X5GT	1.05	32	1.35	77	.95
6A4	1.65	6J7G	1.15	6Z4/84	1.10	35Z5GT	.85	78	.90
6A6	1.65	6K7G	1.15					79	1.65
6A7	1.00	6K8GT	1.35					80	.75
		6L6G	2.00					83	1.35
		6L7	1.65						

LOCKTAL SOCKETS FOR CHANGE-OVER, #7F7 to #6SC7 ..... 15c
Toggle Switch Assembly $2.50
Shot Timing Relay Coil 2.50
Seeburg Gun Shoulder Lens 1.00
Muzzle Lens Assembly 1.75
Gun Stocks—Brand New 9.90
Rubber Gun Cables—8 Ft. Lengths 2.75

PHOTO ELECTRIC CELLS (#CE-23) ..... each $2.50
(Can be used on "CHICKEN SAMS," "JAPS," "CHUTES," "RAPID FIRES" and other Ray Guns)

PHOTO ELECTRIC CELLS FOR BALLY "DEFENDER" RAY GUNS—Best Quality—Perfect Cells (#CE-20), each $2.95

BLACK-COATED GUN CABLES (5 Wire) 8 FOOT LENGTHS
—Each Wire Rubber Covered. Very Fine Gun Cable.
SPECIAL $1.90 Each.

Chicago Novelty Company, Inc.
1348 Newport Avenue Chicago, Ill.

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To accommodate those alert operators, jobbers and distributors who wish to have their copy of THE REVIEW as soon as possible after it leaves the presses, we have arranged for service by air-mail at the low rate of only

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As soon as copies start coming out of the bindery the very first issues are seized, inserted in air-mail envelopes awaiting them, and whisked off to the Post Office Terminal and on their way to you. Get your REVIEW two to seven days earlier by taking advantage of the airmail subscription offer today.

COIN MACHINE REVIEW
1115 VENICE BLVD.
LOS ANGELES 15, CAL.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

OUR PLANT IS still humming, making war materials for Uncle Sam. To this task we bring all our skill, our resources, and experience. So we shall carry on until this war is won. Then we shall again turn our skill to the production of automatic merchandising machines that will help make of this coming era a better chapter of life for the operators of America.

Rowe Manufacturing Co., Inc.

BELLEVILLE
NEW JERSEY

The TROUBLE SHOOTER

A Department intended to aid operators in their maintenance problems under wartime conditions. All material appearing herein has been supplied by operators in various parts of the nation and edited by one of the Industry's best known Mechanics.

II Wurlitzer Phonographs.

Trouble **— SELECTION KEYS ON 500 WURLITZER WILL NOT GO ALL THE WAY DOWN.**

Cause & Remedy—Mechanism too low in cabinet. This can usually be remedied by lengthening the brace bar on under side of cabinet looking from back of machine. If still too low, insert more thin wood shims under ends of mechanism board.

***Trouble*—750E WURLITZER WILL TAKE COINS BUT DOES NOT REGISTER ON ELECTRIC SELECTOR KEYBOARD.**

Cause & Remedy—No current getting to keyboard. This is nearly always caused by reset on top of power pack in lower right rear corner of machine being thrown open. Reset switch by pushing down on small metal button protruding through hole in power pack. This button is marked "electric selector." If after resetting, the keyboard is still dead, the resistance coil in reset is probably burned out and will have to be replaced by new switch.

***Trouble*—TONE ARM ON WURLITZER PHONOGRAPH SLIDES ACROSS FIRST PART OF RECORD BEFORE STARTING TO FOLLOW GROOVE.**

Cause & Remedy—Tone arm feed in weight set too heavy. This can be remedied by moving weight in toward chassis. If after moving weight in as far as possible, the trouble still exists, bend finger of weight arm back a fraction of an inch. Also some of the new needles when first played will do this. Hold pickup head on start until one or two records have been played and then it will usually follow the record groove properly.

Trouble **— WURLITZER 500 AND 600 PLAY SAME RECORD OVER AND OVER AND DO NOT CANCEL KEY.**

Cause & Remedy—Segment gear out of adjustment. To adjust, loosen lock nut on bolt on segment gear lift and back the bolt up until star lock pin hits lower on tooth, about center of star gear. This causes helix shaft to back up enough to release selection key.

***Trouble*—"ELECTRIC SELECTOR" RESET SWITCH ON POWER PACK OF 750E, 780, AND 850 WURLITZER KICKS OPEN WHEN CONNECTED TO WIRED BOXES.**

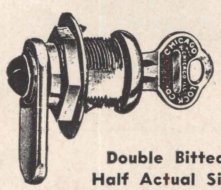
Cause & Remedy — 24 volt or "hot wire" in cable is shorted. Usually one of the spare wires in cable can be substituted for "hot wire" and will be all right. However, if the cable has been wet or badly damaged, all of the spare wires will be shorted. Replace section of damaged or wet cable if spares don't work.

MR. OPERATOR: We hope you have found this new department of interest and that you have gained some bit of valuable information from it and that you are looking forward to future installments. Perhaps you could add to some of the causes which might give rise to the troubles listed above. You may disagree with some of the statements made and you may be able to supply information as to the cause and the remedy concerning other troubles you have had with various types of coin-controlled equipment. Regardless, we would appreciate a note from you if you can supply some time-saving trouble-shooting experiences which you have had and which might help other operators. The material will be used without mention of your name if you desire. Or if you have some questions you would like answered by a qualified expert, send them along. Send communications to THE TROUBLE SHOOTER, c-o THE REVIEW, 1115 Venice Blvd., Los Angeles 15, California.

—and for real VICTORY against Cash Box SABOTAGE

CHICAGO LOCKCO
CHICAGO
Standard Equipment on America's Leading Coin Operated Devices
X-RAY VIEW 7 PIN TUMBLER
U. S. PATENT 2141748

install
the famous, patented
Chicago "ACE" Lock
Individually Registered Key Services. All locks can be keyed alike.



There's a Chicago Lock for Every Need
Locks . . . for new equipment and replacements . . . Ace Locks, Single Bitted, Double Bitted Locks . . . Padlocks, too . . . and ALL insure—"UTMOST Security."

CHICAGO LOCK CO. 2024 N. RACINE AVENUE DEPT. 97, CHICAGO, ILL.

There is no substitute for Quality
Quality Products Will Last for the Duration
D. GOTTLIEB & CO.
CHICAGO

Will You Be Independent At Sixty-Five?

A DISCUSSION OF RETIREMENT PLANS

by

WALTER C. BOGENBERGER

Underwriter, Penn Mutual Life Insurance Co.

The Problem

Due in part to modern living conditions and the advance of modern medical science people are living longer. Old age dependency has become such a serious problem the world over that no political party could survive unless it had an old-age plan. Legislation has been enacted all over the world in the effort to overcome at least a part of the bad effects of old-age dependency. It is so serious that it is, without exception, the number one financial problem of every person over 40 years of age.

Statistics, painstakingly collected prove that of 100 people aged 25, sixty-four will reach the age of sixty-five. Out of these sixty-four only ten will be self-supporting. Eighty-five per cent have joined that sad group who are supported by charity, public or private, or have become dependent upon their relatives.

The problem is clear. For all practical purposes we may assume that your earning days are over at 65. At that age we must rely upon one of four alternatives namely, (a) continue work, (b) live on public charity, (c) live on relatives, (d) live on our savings or the income of our investments. If we are to be satisfied with either of the first three alternatives our problem is simple. Let nature take its course. Alternative (d) is a little more complicated. Its complexity is redoubled when we bear in mind that the solution does not give us a second chance. Usually a mistake can be corrected. Ordinarily a second chance is possible, but in this business of life if we wind up at the terminal of age 65, and our earning period is over—then, if we have made a mistake, we never get a second chance. You don't just stay after school and do your lesson over. You don't spend a second year in the 5th grade. You either "Pass" or "Fail". You have the income you require or you don't have it.

85% of the people reaching 65 are dependent not because they didn't earn money, but because they didn't save a part of what they earned. A man between his first and last pay check earns a fortune. If being dependent on charity at age 65 didn't present such a stark tragedy it would be funny. Imagine a man with 40 years to catch a train—and then miss it.

Because medical science is increasing the expectancy of life most of our increase in population is found among the ages over 40. A young man 35 years of age will find that when he has reached the age of 65 the ratio of people living at that age will have increased 65%. Considering that modern machines are displacing older people in industry now, the picture with a 65% increase in the population over 65 years of age will indeed be bleak. Today two out of three aged people are dependent on someone else for support. Their natural fears are not pleasant to contemplate; cold, hunger, sickness, loneliness and dependency.

The Causes

There is an age-old belief that the best way to find the cure is to find the cause. Many of the causes of old-age dependency are obvious.

Old age does not descend upon us over night. Old ago to the young man is a long way off. The best example of this is the frog. Place a frog in a pan of cold water over a slow fire. The frog will be cooked. It does not notice the change in the temperature of the water. This in spite of the fact that he could have jumped out of the water at any time.

Although there are exceptions our incomes have a tendency to decrease as we pass the 50 year mark. About the time we realize we must do something, it is getting almost too late.

You owe yourself a living at age 65. If the old man you will be at 65 cannot impress the young man you are today that this debt is real he cannot collect. You pay your rent, the butcher and the baker but ignore yourself.

Of all tasks in this world saving money is probably the most difficult. Without some

TURN PAGE

HOME RUN

The Outstanding Ball Gum Vendor — with a fascinating amusement feature. IT BATS THE BALL THRU THE AIR. I Home Run (with 25 Lb. carton ball gum)

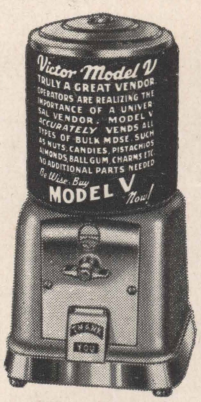
Size 11" x 21" x 15"

ALL FOR ONLY $24.50

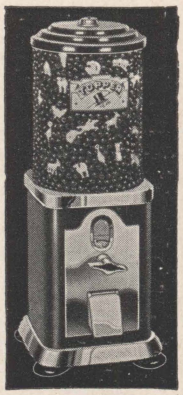
VICTOR'S FAMOUS MODEL V

Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise — or 1000 to 1200 balls of gum. Standard Finish Model V only, $8.50 Each.

(Porcelain Finish $1.00 additional)



Victor's TOPPER



Tops in Modern Design. Vends everything. Capacity 5 lbs. bulk mdse. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify.

Standard Finish Topper only . . . $7.95 Each. (Porcelain Finish $1.00 additional.)

Terms: 1/3 Cash, balance C.O.D. (or send full amount and save C.O.D. charges.)

Product of VICTOR VENDING CORP.

PACIFIC COAST DISTRIBUTORS

RELIABLE NUT CO.

1823 South Hope St.

LOS ANGELES, CAL.

MARBLES

GLASS—AGATE** Assorted colors, 5/8 Size. Perfect round. Uniform in size, work 100% in Ball Gum Machines. The answer to operator's prayer in B. G. Shortage.

Packed 20,000 to case — $39.50 per case F.O.B. Factory

Sales limited to not over 5 cases to one customer at one time

Full Cash with order, NO C.O.D.

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If it is to be had — TORR can supply it

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

OPERATORS Hold up buying expensive, second hand LONGACRES and THOROBREDS until you have heard of our new, low-cost refurbishing, rebuilding and conversion of BALLY 1-BALL FREE PLAY

BLUE GRASS - SPORT SPECIAL - SPORT EVENT - DARK HORSE

See your Distributor. If there is no Distributor in your territory handling our products write us Direct.

SULLIVAN-NOLAN ADVERTISING COMPANY

527-529 W. Chicago Ave. Chicago 10, Illinois

BUY U.S. WAR BONDS AND STAMPS

compulsion few indeed are the people who can save money. Statistics show that only about ½ of the Christmas funds started each year are completed, and this is only a ONE year plan.

The Cure

SAVE AS MUCH OF YOUR PRESENT INCOME AS WILL BE REQUIRED TO PAY YOU A MINIMUM INCOME OF $100.00 PER MONTH FOR LIFE AT AGE 65.

The How To Do It

With every radio, billboard and newspaper screaming for your dollars it is difficult to save money. The only way to build a cash reserve is to take that portion of your income which you intend to save and set it aside FIRST.

This is the method followed by the man who saves his money in Life Insurance. His savings become painless by their constant repetition. It becomes a habit like the telephone and gas bill. You may often wish you didn't have to pay it—but you do it and forget it. Franklin D. Roosevelt said, "The habit of saving is more essential than the WILL to save. To acquire this habit the plan must not be too soon nor too easily accomplished. It must be quite extended in both breadth and time, it must offer defense against temptations to vary or quit." Here again Life Insurance is the answer. What other plan meets these specifications as well as Life Insurance. Savings in a policy can vary from 10 to 50 years, and may be $1.00 or $100.00 per week, and the "temptation to vary" is less than under any other plan. Retirement Life Insurance is a Preferred METHOD and a Preferred PLACE to save.

How Much To Save

The amount of saving required must be tailored to your individual needs. Your age will govern this factor. As an indication the following figures are given by the Penn Mutual Life Insurance Company on the Retirement Income at 65 plan. At 25 years of age this policy would produce a guaranteed life income of $100.00 per month at age 65 plus $10,000.00 immediate Life Insurance for an annual average premium of $299.30. Annual dividends as declared by the Company would increase the benefits after each year. This, in the writer's opinion, is the finest "Savings plus protection" plan ever devised.

You win if you die too soon
You win if you live too long.

The formula to beat old-age dependency varies in each individual case. Each man's problems present different hazards. Your plan should be tailored by a man in whom you can place confidence and who knows the "how."

The music merchants of the west coast have become conscious of this old-age dependency ogre. This is attested by the fact that my office alone has placed more than $100,000.00 Retirement Plans in effect in Los Angeles in the last 45 days.

Many years spent as president of the Phono-Matic Co. and C. Walters and Associates have given the writer a better than fair idea of the operators' problems.

My job in life is to find out what a man's program of life is; what his dreams are; the things in life which are so important to him that he wants them carried out whether he is here or not, and having found them out to show him how he can underwrite his program. We will be glad to furnish the answers to any questions as they apply to you. These answers are free for the asking.

The Groetchen Tool Co.

(PEACETIME MANUFACTURERS OF PROVEN MONEYMAKERS FOR THE COIN MACHINE INDUSTRY; WARTIME MANUFACTURERS OF EQUIPMENT FOR OUR FIGHTING MEN)

extends
Congratulations and Best Wishes
to The Review on
its
Tenth Anniversary

BIG PUSH CALLS FOR STEEL

Scrap faster — Win sooner!

With Axis morale sinking faster under every bombing . . . with the fortress of Europe cracking ahead of schedule . . . we're setting up the Axis for the final hay-maker!
That means an advance behind a curtain of shrieking steel . . . continuous barrages blasting our enemies round-the-clock until they say Uncle!

The Time Is Now

So our war planners have flashed an urgent message *to keep the steel coming.* And remember, half of the huge production will be scrap. Will we make it? Of course we will!

Be Wise—Organize!

So *organize* your scrap drive . . . make it a continuous operation . . . in charge of a square-jawed executive with authority to keep it rolling!

And segregate your steel types, wherever possible, according to alloys and grades. It will save time all along the line . . . get your steel into the fight faster!

BUSINESS PRESS INDUSTRIAL SCRAP COMMITTEE

Room 1310, 50 Rockefeller Plaza, N. Y. C.

If you have done a successful salvage job at your plant, send details and pictures to this magazine. Send for Primer of Industrial Scrap to help you tackle the Salvage Problem.

Zone Number Required

To expedite the delivery of mail, the Post Office Department has established postal zones in the principle key cities of the nation. In the future all mail for this publication should be addressed as follows:

The Coin Machine Review,
1115 Venice Boulevard,
Los Angeles 15, California

To insure quicker delivery of your copy of THE REVIEW each month we suggest you advise us of your zone number at once.

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SEE
BILL HAPPEL

BADGER'S BARGAINS

MILWAUKEE
SEE
CARL HAPPEL

MILLS FOUR BELLS

BRAND NEW CABINETS
Genuine Factory Rebuilt
Serial around 2200

795.00

MILLS FOUR BELLS

COMPLETE REBUILT
and REFINISHED
Serials around 1200

695.00

RECONDITIONED CONSOLES AND SLOTS

MILLS FOUR BELLS (Late Heads), 3-5c, 1-25c	WRITE
MILLS FOUR BELLS (Late Heads), 4-5c	WRITE
MILLS FOUR BELLS (Original Head), 3-5c, 1-25c	WRITE
MILLS THREE BELLS (Late)	WRITE
EVANS LUCKY LUCRE, 3-5c, 2-25c	$425.00
EVANS LUCKY LUCRE, 5-5c	225.00
BALLY CLUB BELLS (Late Serials)	225.00
MILLS JUMBOS (Late Combination)	195.00
MILLS JUMBOS (Late, Like New) P.O	149.50
MILLS JUMBOS (Refinished) P.O	99.50
MILLS JUMBOS (Refinished) F.P	89.50
MILLS JUMBOS (New) F.P	149.50
MILLS GOLF BALL VENDER	149.50
NEW MILLS FOUR BELLS CABINETS	49.50
JENNINGS SILVER CHIEFS	179.50
JENNINGS CHIEFS, 5c, 10c, 25c, 50c	WRITE
MILLS V.P. CHROME	69.50
MILLS V.P. BLUE-GOLD (Rebuilt)	59.50
NEW EVANS GALLOPING DOMINOES, Jack Pot	WRITE
NEW BAKER'S PACER DAILY DOUBLE	WRITE
KEENEY SUPER BELLS 4-WAY	WRITE
KEENEY SUPER BELLS 2-WAY	WRITE
BAKERS PACER DAILY DOUBLE	325.00
BUCKLEY TRACK ODDS	295.00
KEENEY SUPER BELLS (Refinished)	249.50
BALLY ROLL 'EM (Refinished)	189.50
PACE SARATOGA (Combination) P.O. and F.P	195.00
PACE SARATOGA (Late Model) 10c Play, P.O	159.50
PACE SARATOGA (Late Model) 5c Play, P.O	149.50
PACE REELS JR. (Late Model) P.O	149.50
JENNINGS CIGA-ROLA (Late)	89.50
MILLS GOLD CREME, 5c, 10c, 25c	WRITE
MILLS BLUE FRONTS, 5c, 10c, 25c	WRITE
MILLS Q.T. GLITTER GOLD	119.50
MILLS Q.T. GOLD CHROME	99.50
MILLS Q.T. (Rebuilts and Refinished)	89.50

RECONDITIONED PHONOGRAPHS, WALL BOXES AND SPEAKERS

7 Seeburg 8800, R.C.	Write
4 Seeburg 9800, R.C.	Write
2 Seeburg Colonel, R.C.	Write
5 Wurlitzer Model 850	Write
3 Wurlitzer Model Victory, '42	Write
4 Wurlitzer Model 750E	Write
2 Wurlitzer Model 700	Write
1 Wurlitzer Model 800	Write
2 Wurlitzer Model 500	Write
7 Wurlitzer Model 616	Write
2 Rock-Ola Commando (Used)	Write
12 Rock-Ola Commando (New)	Write
2 Rock-Ola Premier (Used)	Write
2 Rock-Ola Super (New) Rock-o-Lite	Write
6 Rock-Ola De Luxe (New) Rock-o-Lite	Write
1 Rock-Ola Master (New) Rock-o-Lite	Write
3 Rock-Ola Standard (New) Rock-o-Lite	Write
1 Seeburg Mayfair (New) Rock-o-Lite	Write
2 Seeburg Regal (New) Rock-o-Lite	Write
1 New Rock-Ola Glamour	Write
Seeburg Bar-o-Matic, 5-10-25c	$ 49.50
Packard Pla-Mor Boxes	32.50
Seeburg Wall-o-Matic	29.50
Seeburg Select-o-Matic	9.50
Pla-Mor Model 600 Speaker	79.50
Rock-Ola Tone-a-Lier (New)	54.50
Rock-Ola Moderne	59.50
Used 30-Wire Cable	25c Foot
New Shielded 2-Wire Cable	12c Foot

RECONDITIONED ARCADE EQUIPMENT

Every Machine Listed Completely Refinished and Reconditioned—Guaranteed in Perfect Working Condition—Ready for Location

Kirk Night Bomber	$395.00
Evans Super Bomber	395.00
Bally Sky Battle	295.00
Bally Rapid Fire	225.00
Genco Play Ball (late)	225.00
Chicago Coin Hockey	225.00
Keeney Submarine	225.00
Bally Torpedo	225.00
Gatter Ball Grip	119.50
Caille Push or Hug	119.50
Caille Push or Grip	119.50
Western DeLuxe Baseball	119.50
Exhibit Striking Clock	119.50
Mutoscope Ace Bomber	395.00
Mutoscope Thigh-o-Graph	189.50
Casino Golf	69.50
Bally Racer	89.50
Electric Shocker Floor Size	79.50
Exhibit Fist Striker (late model)	179.50
Barnhardt Dial Striker	119.50
Mutoscope Sky Fighter	$395.00
Mutoscope Drivemobile	350.00
Keeney Air Raider	249.50
Exhibit Knock Out Puncher	179.50
National O.K. Fighter	189.50
New Axis-Rats Chicken Sam—Refinished New Marblette	179.50
Seeburg Shoot-the-Chutes, Refinished, New Marblette	179.50
Groetchen Mountain Climber	169.50
Exhibit Star Striker	119.50
Exhibit Vitalizer, Factory Rebuilts	89.50
Keeney's Anti-Aircraft, All Refinished Red, White and Blue	79.50
Rosefield Electric Shocker	19.50
Kicker and Catcher	19.50
Exhibit Card Venders	39.50
Exhibit Skill Punching Bag	249.50
Love Tellers (Refinished)	189.50
Jennings Barrel Roll	159.50
Airocraft Test Pilot	$249.50
Evans Play Ball (like new)	249.50
Mutoscope Punch-a-Bag (late)	295.00
Mutoscope Punching Bag	175.00
Exhibit Chinning Machine	249.50
Bally Bull with New Jap	119.50
Light House Grip	119.50
Scientific Batting Practice	129.50
Batter Up—Play Ball	89.50
Hoot Mon Golf	79.50
Exhibit Hiball	119.50
Keeney Texas Leaguer	39.50
Groetchen Zooms	19.50
Groetchen Pikespeak	19.50
Mills Flip Skill	49.50
Hollywood View-o-Scope	29.50
Gottlieb 3-Way Gripper	19.50
Bally Defender	325.00
Bally Sky Battle	295.00
Evans Tommy Guns	189.50

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Completely Rebuilt and Refinished, Guaranteed Like New.
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9-Column DuGRENIER
Refinished and Reconditioned.
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Bally Thorobred	575.00
Bally Pimlico	445.00
Bally 41 Derby	375.00
Bally Club Trophy	345.00
Keeney Fortune F.P. and P.O	$375.00
Keeney Sky Lark F.P. and P.O	325.00
Bally Blue Grass	185.00
Bally Record Time	175.00
Bally Sport Special	145.00

WANTED—USED MACHINES—HIGHEST CASH PRICES PAID

WURLITZERS, 850, 750E, 750, 800, 700, 500, 600. **SEEBURG** 8200 R.C., 9800 R.C., 8800 R.C., Colonel R.C., Major R.C., Envoy R.C., Classic. **ROCK-OLA** Super, Master, DeLuxe, Standard. **CONSOLES,** Mills Four Bells, Mills Three Bells, Keeney 4 Way, Keeney 2 Way. **ARCADE MACHINES,** Super Bomber, Ace Bomber, Sky Fighter, Night Bomber, Rapid Fire, Sky Battle, Keeney Air Raider, Chicago Coin Hockey, Evans Tommy Guns, Baker's Sky Pilot. **SLOT MACHINES,** Mills Blue Fronts. Mills Q. T., Jennings Chiefs. **BALLY LATE ONE BALLS F.P.,** Long Acre, Pimlico, '41 Derby.

Send your list of machines you have to sell and let us quote prices we will pay for your machines. Send list to either office by airmail.

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Mills Original Chrome Bells, 5-10-25-50c **Mills Blue Fronts, 5-10-25-50c**
Mills Gold Chrome Bells, 5-10-25-50c **Mills Extraordinary Bells, 5-10-25c**
Mills Blue and Gold Vest Pockets, 5c, NEW (Original Cases)

ALL ABOVE MACHINES NEW OR FACTORY REBUILT

•

Mills Four Bells, 5c
Mills Jumbo Parades, F. P., 5c
Mills Consoles, 5-10-25c
Mills Floor Type Machines, 20th Century Deweys for Clubs, 5-25c

ABOVE MACHINES FACTORY REBUILT

Pace All Star Comets, 5-25c **Pace Saratoga Skill, 5c**
Pace Reels, Jr., 5c **Paces Races, Brown Cabinets, 5c**
Jennings Silver Moons, 5c **Jennings Chiefs, 5-10-25c**
Jennings Cabinets for Wired Music

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PHONOGRAPHS—NEW and Factory Rebuilt

Wurlitzer 750-E, 800, 850 **Mills Empress**
Wurlitzer Colonials, 780-E **Mills Throne of Music**
Seeburg 8800 **Rock-Ola Commandos**

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BUCKLEY **PACKARD**

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PHONOGRAPH NEEDLES and TUBES; SLOT STANDS; REPAIR PARTS FOR ALL MAKE MACHINES

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SAINT LOUIS

ST. LOUIS—The regular monthly meeting of the Missouri Amusement Machine Association was held in June at the Forest Park Hotel at Euclid and Forest Park Boulevard. The Association's attorney, Mr. Godfrey, had recently returned from Washington and gave out news on the Government Amusement Machine Tax. The local tax bill situation was also considered. Following this there was an instruction given on the "Pay as You Go" tax bill which affects all pay-rolls as of July 1. Several other important matters concerning recordings were discussed. Attention was brought to the members of the importance of attending meetings in order to keep up with the situation. Immediately after the meeting games and refreshments were the consuming interest.

Bill Farmer, formerly Arcade manager for Ideal Novelty Co., was home on furlough in June. E. R. Summy, local operator, bought a farm recently and is going in for Victory gardening on a big scale.

Out of town operators are favorably impressed with the Aristocrat Cabinets displayed at Ideal's showrooms. Acme Novelty Co. reports Pete Roffi is going on vacation in July. Jack Platt of this firm went into the Army, first attending a big party thrown by the organization.

Harry Siegal says he is expecting a "blessed event" at the Siegal domicile soon.

Advance Phonograph reports business holding up steady during June.

Arrow Novelty Co. reports Al Kubernat home on furlough in June. Al expects to be a proud father soon.

Lloyd Misplay writes regularly to the bunch at Arrow Novelty from Scott Field telling them that nothing beats Army life. John Teepe postcards regularly from Florida and requests plenty of letters from his coindom friends. Arrow Novelty is taking over bingoes and is consuming a factory's whole production of them.

Automatic Cigarette mentions a temporary shortage on a leading brand of cigarettes but believes this condition will clear up soon. Automatic hears regularly from Dave Friedland, Mike Sheridan, Sam Mellman, Oscar Becker and Morris Sherp, all of whom are in the service.

Bill Betz of the W-B Novelty Co. recently returned from a trip to Chicago where he bought supplies.

Jimmie Moranville is now at the Decca Record Co. He is in charge of the shipping department. Mrs. Hodge, the pleasant receptionist at Decca, will go to Florida on vacation soon to see her husband. Hildegarde Rogers spent ten days in Cheyenne, Wyoming, on vacation recently. "Ready for another year's hard work," says she. Joe Turner of Decca will spend a few days vacation Victory gardening.

Dan Landsbaum of the GJL Sales Co. is another coinman spending a lot of time in his Victory garden. Al Haneklau is still in the Navy and gets off to visit with coinmen here. Mrs. Harry Davies wants everyone to know that it was not one girl but two girls who arrived at the Davies domicile recently.

Arcade business is going good around St. Louis at this time with above capacity crowds on week ends. Lack of proper bus service to outlying amusement parks during the week hurts patronage no little.

James Prosser

* * *

"Mother, may I keep a diary?"
"Yes, dear, you may."
"Then may I do the things that I want to write in it?"

IMPORTANT BULLETINS FROM THE NATION'S CAPITOL OF INTEREST TO THE COIN MACHINE INDUSTRY

SPECIAL TAX July 31st is the deadline for filing return of Special Tax on coin-operated amusement devices (pin-ball and all other amusement or music machines) and coin-operated gaming devices (slot machines and all other machines involving element of chance). Return must be made on special Form 11-B and filed with nearest office of Bureau of Internal Revenue. After July 31st a penalty ranging from 5% per month up to 25% per month can be collected at discretion of the Internal Revenue Department.

Only one report blank is to be used in filing a return regardless of number of pieces of varied equipment in any given location. Even though two or more operators service equipment in a given location, only one report blank is to be filed on said location.

SABOTAGE Naval Intelligence reports the Axis is getting ready for a desperate last ditch fight and that many of their spies in this country are combing the restaurants and bars for every stray bit of information they can get. FBI head J. Edgar Hoover requests the cooperation of operators in reporting to the nearest FBI office any suspicious person or activity. No report is too insignificant to be turned over if the citizen is sincere in his belief that his observation of facts points to a situation imperiling the National security.

PAPER CUT A War Production Board Order of June 23rd prohibits the manufacture of paper board cartons to carry soft drinks. The order also imposes restrictions on wrappers for cigarette packages, cigarette cartons and certain apparel accessories boxes. Included under General Maximum Price Order 129 are "books of matches sold in paper covers, which contains advertising of business other than that of the purchaser, or patriotic or non-commercial slogans. These are classified as 'resale' book matches and subject to this order." "Thank You" matches are also included; the "Thank You" being interpreted to mean match books with blank space in lieu of any advertising matter, patriotic or other non-commercial slogans.

SCRAP CEILING The OPA has extended its price control on record scrap on down to the consumer level and prices set are 2½c for each 10-inch scrap record; 4c for each 12-inch record, and 6c per pound for record scrap in bulk. Action was necessitated by keen competition for record scrap in the control of consumers which brought about excessive bidding by record dealers in various parts of the nation.

Gutshall Offers Battery

LOS ANGELES—The Jack Gutshall Distributing Co. has taken on the distribution in Southern California for the new Roberts Traffic Recuperator Battery and is now offering it to the trade in two sizes.

The Roberts battery represents the acme of perfection in battery construction for into it is built the combined experience of several well known battery experts, plus the long life qualities made certain through the use of Recuperator chemicals.

Every Roberts battery is serviced with Recuperator chemicals at the time the battery is cycled new at the factory. This assures no danger of corrosion and ruinous sulphation right from the start, longer life and more power, and a battery capable of doing more than is normally required of it.

The Roberts factory tested the Recuperator chemicals for a year in their own factory with such amazing results that they negotiated with Clark Alexander and W. E. Simmons, owners of the trade names "Recuperator" and "Traffic" for the use of both trade marks on a royalty basis. The name "Traffic Recuperator Batteries" was registered in 1931 and over 40,000 batteries were manufactured under that name.

Nielsen Has Vendors

CHICAGO—Vending machine operators need not be without equipment in the opinion of Hecht Nielsen, vending machine specialist.

Nielsen prepared for the present conditions by storing plenty of machines of all types to offer his customers at fair prices when the need became acute.

Nielsen advertises consistently in the Bargain Mart of this publication and his offerings are listed there each month.

Pappy Eskimo: "Don't forget, soldier, the nights are six months long up here!"

We will pay

HIGHEST CASH PRICES

for

★ **SUN BEAMS**

★ **DOUBLE PLAYS**

★ **WEST WINDS**

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United MANUFACTURING COMPANY

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SOUTHERN CALIFORNIA

LOS ANGELES—With the Fourth of July holidays out of the way the coinmen of the West have settled down to handling a bumper summer season. Many of the lads found it possible to slip away for the holidays to the mountains or seashore but the greater number stayed on the job.

Jobbers and distributors report a sudden spurt in activity following the holiday week-end with operators in from all over the area in search of equipment. Arcades are enjoying a record business and those located at beach spots will fare well for the next few months.

An important decision handed down by the Appellate Court in San Diego definitely established the free play marble game as an amusement device which wreathed the faces of Curley Robinson, AOLAC head, and his legal contingent with smiles not easily erased. It has been a long, hard fight and tremendously expensive but "it was worth it," declared Curley.

The Associated Operators of Los Angeles County met on July 1st with a record turn-out despite the 11 a.m. meeting hour. It was revealed that 33 members are now in the Service. Of this number 27 of the routes of these members are being operated by friends and relatives of the men in service. Sam Oser, former board member, now in the service, is in a hospital on Staten Island suffering from a recurrence of an old heart ailment.

Alfred Lamb, well known in the southland, is opening a Penny Arcade at 381 12th Street in Oakland. Lamb had several concessions at the Golden Gate International Exposition and has been operating phonographs for years. Prior to his entry into this field he was a magician on the nation's leading vaudeville circuits.

Charles Peverly, Oxnard, made it south in early July to pick up equipment. Peverly is one of the old-timers in our business.

Al Weymouth is doing a good job with his cigarette installations at Oceanside.

One of the largest sales of June was consummated by Fred Gaunt at General Music when he sold a nice order to A. M. (Smile) Keene of the Keenomatic Co., Taft.

Lee Webb, music operator in the L. A. area, gives out the information that business is tops and collections marvelous.

Roy Woodward has sold his marble game route to Bob Driver. Deal was handled by General Music to the complete satisfaction of both parties.

Ed Van Atta, old time operator, made the rounds on coin row in late June picking up needed machines.

Jay Robinson, son of Phil Robinson, L. A. coinman, is now with the airplane detection service at Drew Field, Tampa, Florida.

Out-of-towners in at General Music in recent weeks included Jerry Cooper, Riverside; Gus Fox, H. A. Presher and George Wheelock, San Diego; Jose Velasco, Nogales, Arizona; Alec Alexis and Ted Brown, Bakersfield; Ernest Bryant, Glendale; Lewis Leibee, Hanford; Tex McMahan, San Jacinto; and Barney McCoy, Sacramento.

Art Sternall, Palm City, made a buying trip here in late June.

Al C. Anderson, Shafter, made the trip south for the same purpose and picked up a supply of Photo Trays at THE REVIEW offices for his San Joaquin valley spots.

Harry Kaplan made a business trip to Las Vegas, Nevada and bagged a nice bit of business despite the hot weather.

Al Farley, formerly connected with Harry Kaplan, is now associated with the J. & R. Amusement Co. in Bakersfield.

Arch C. Riddell, Pasadena, lays claim to being the first individual west of the Rockies to have the new zone numeral printed on his letterhead. The Riddell Harmony Cigarette Service letterheads were printed a week before zone numerals were announcd but Archie visited the Pasadena postmaster and after considerable argument came away with the zone number of his office.

Jack Breier, Los Angeles music operator, is quite happy over current business and says he never tires of wrapping nickels for the bank.

W. E. Simmons wishes to advise that whoever reported his Chris Craft boat was holding up his dock might be interested to know that the scene has now been reversed and the dock is once more holding the boat up. (Editor's note: We checked into this report and found that Bill had six hard-muscled brawny lotharios up at Lake Sherwood over the Fourth of July holidays and with the help of three gallons of good whiskey the job was accomplished.)

Lewis Kaplan, son of Harry Kaplan, is now at Amarillo, Texas. Lewis is in the air force.

A. V. Shipman of the Shipman Mfg. Co., has gone nautical and now has his own boat, powered by a 125-h. p. Chrysler motor, up at Big Bear.

E. C. McNeil is doing a magnificent job with his cigarette machines at California Shipyards and has eight men down

OPERATORS

WE WANT TO BUY

MUSIC
Wurlitzer 750E
Seeburg 8800
Seeburg 9800
etc.

SLOTS
Blue Fronts
Brown Fronts
etc.

CONSOLES
Mills Four Bells, 5c
Mills Four Bells, 5c and 25c
Mills Three Bells, late
Keeney Two-Way Bells
Keeney Four-Bells
etc.

ONE BALL FREE PLAY
Bally Longacres
Bally Thoroughbred
Bally Pimlico
Bally '41 Derby
Keeney Fortune
etc.

ARCADE EQUIPMENT
Bally Rapid Fires
Bally Defenders
Evans Super Bombers
Kirk Night Bombers
Keeney Air Raiders
Evans Tommy Guns (late model)
Mutoscope Sky Fighters
Mutoscope Drivemobile
etc.

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PROMPT SERVICE
We are equipped to handle your wants—Complete stock of parts, new and used games, ARCADE EQUIPMENT . . . Vending machine cards, etc. Our reconditioned machines are tops . . . LOW PRICES

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Now Ready for Immediate Delivery: KNOCK-OUT THE JAPS (for Knock-Out), SLAP THE JAPS (for Stratoliner), SINK THE JAPS (Seven Up), SMACK THE JAPS (for Ten Spot), HIT THE JAPS (for Gold Star).
$9.50 Per Set f.o.b. CHICAGO

BEST GRADE COIN WRAPPERS
44c per M.....100,000 or over
50c per M.....50,000 to 100,000
65c per M.....1,000 to 50,000

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JUMBO PARADE CLUB BELLS
LUCKY LUCRE SUPER BELLS
PACES RACES BAKERS PACERS D.D.
HIGH HAND
All in excellent condition. Prices on request.

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SAVE TIME, MONEY, LABOR
Eliminate Service Calls resulting from worn or burnt bumper stems. Reduce burnt coil trouble.
NO SOLDER REQUIRED
Simply slip sleeve over stem, squeeze with pliers when in correct position.
SET OF 15, ONLY $1.50

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(World's Lowest Priced Professional Welding Outfit)
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Prompt response to all inquiries

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there helping keep machines loaded. "It was nice to step into a situation where I wouldn't be in competition with my old National customers," said Mac in commenting on the operation. Mac, as the National Cigarette and Candy Machine representative in the West, is maintaining a complete stock of parts at his local office.

Jack Gutshall left L. A. on the 1st of July for a three week buying trip which he hopes will load his jobbing establishment with plenty of equipment.

Russell Coller who has extensive cigarette operations in Los Angeles county has established a new operation at Camp Roberts, near Paso Robles.

Members of the industry were pleased to learn that Roy Jones' son, Marvin, in the service since the beginning of the war, is safe and in the Philippine Islands. Jones had not heard from his son for 14 months and had given him up as lost but just last month the International Red Cross advised him that his son was safe as a prisoner of the Japanese. Jones operates music.

Fred Gaunt of General Music picked a deluxe spot for his Fourth of July weekend holiday. With Mrs. Gaunt they occupied a deluxe suite at the Villa Moderne at Hermosa Beach. While there they entertained another couple.

Bob Thomsen, Delano, drove in the first week in July to load equipment for his music locations.

Bill Leuenhagen who operates music and games in Los Angeles county is singing "Happy Days Are Here Again" and the tinkle in the cash box is his accompaniment.

Jack Lipps, Arcade operator, has been haunting local jobbers for new pieces for his spot.

Oscar Tetzlaff has sold his interest in the Palm Springs Amusement Co. to his partner, Verne Owens. Oscar is readying himself for a call to the service. Pair had one of the finest operations in the southland.

J. B. Mullenaux, Calexico, was in Los Angeles mid-June. Recently discharged from the army he is buying equipment for his Imperial valley spots.

Ernie and Judy Bush, of the J. & R. Amusement Co., Bakersfield, passed through L. A. on their way to spend a few days vacation with friends in San Diego.

The entire office and shop staff of the Jack Gutshall Distributing Co. were guests of the boss at his lodge at Big Bear on the July Fourth week-end.

Frank Lamb, L. A. county pin game operator, tells us that business remains above par and despite the new tax, the future isn't too gloomy.

Roy Jones has purchased the operation of the Exeter Amusement Co., in Visalia.

Art Weiss, L. A. pin game maestro, and Sam Handman, of the Roxy Amusement Co., add their "yes" to the report that business is above average.

George Culver lost a phonograph at Calexico in early June when Mexican vandals raided a place where a dance was to be held for service men. They wrecked everything in sight and threw it all in a swimming pool, including the phonograph George had donated for the occasion.

Bud Parr, General Music, made a hurried trip to San Diego on July 8th, and picked a United Airliner for the jaunt.

Wes Middleton, Glendale, covered the row the first of July picking up equipment.

Jimmy Marshall tells us his cigarette operations are A-1.

E. J. Baehr, San Diego, visited the Coin Machine Capitol to pick up machines for his marble game operation.

In at General Music to buy equipment were Bob Bard and Bud Morrissey. Both were pleased with current receipts but decried the mechanic situation.

Nick Carter, Nickabob Co., Los Angeles, is returning to his first love—the music business. Nick has been purchasing Packard Pla-Mors from Jack Gutshall.

Other Packard Pla-Mor enthusiasts taking on substantial quantities of the boxes

TURN PAGE

CONSOLE AND SLOT MACHINE BARGAINS

Subject to prior sale. Prices subject to change without notice.

CONSOLES

1	5c & 25c Bally Bell, Cash Pay Console, "Perfect"	$ 30.00
1	5c Bally Royal Flush Console, "Perfect"	75.00
1	5c Bally Gold Cup, Multiplay Free Play One Ball Console, "Like New"	42.50
4	5c Evans Galloping Dominos, 1938 Model, Brown Cabinet, "Perfect," @	100.00
3	5c Evans Galloping Dominos, 1940 Model, Brown Cabinet, No Jackpot, @	150.00
15	5c Evans Galloping Dominos, 1941 Model, Two-Tone Cabinet, Jackpot, @	325.00
1	5c Evans Bangtails, 1940 Model, Brown Cabinet, No Jackpot, "Perfect," @	225.00
1	5c Evans Jungle Camp, 1940 Model, Brown Cabinet "Clean and Perfect"	150.00
1	5c Evans Roletto Jr. Seven Coin Head, Cash Pay, Red Cabinet Console, "Perfect"	67.50
4	5c Exhibit Chuck-a-Lette, Multiplay Cash Pay Console, "Clean and Perfect," @	67.50
1	5c Exhibit Shoot the Moon, Cash Pay Console, "Clean"	57.50
2	5c Exhibit Tanforan, Cash Pay Console, "Clean," @	57.50
1	5c Genco Paddle Wheel, Convertible, Nice Arcade Machine	82.50
1	5c Jennings Bob Tail, Cash Pay Console, "Perfect"	107.50
1	5c & 10c Jennings Cigarola, XV Model, "Clean & Perfect"	150.00
12	5c Jennings Liberty Bell and Derby Day, Cash Pay Console, "Like New," @	25.00
3	5c Jennings Fast Time, Free Play Console, "Guaranteed Perfect," @	72.50
10	5c Keeney Super Bell, Slightly Used, Guaranteed, Convertible, @	185.00
3	5c Keeney Super Track Time, "Clean & Perfect," @	325.00
4	5c Keeney Track Time, 1938 Model, "Clean," Special @	100.00
1	5c Keeney Skill Time, 1938 Model, "Perfect"	100.00
2	5c Keeney Skill Time, Red Head "Perfect," @	57.50
3	5c Keeney Triple Entry, "Guaranteed Perfect," @	275.00
1	5c Keeney Past Time, "Guaranteed Perfect," Nine Coin Head	227.50
2	5c Mills Jumbo Parade, Cash Pay, "Clean," @	125.00
7	5c Mills Jumbo Parade, Free Play, "Clean," @	82.50
4	5c Mills 1-2-3, Cash Pay One Ball Table, "Perfect," @	47.50
2	5c Mills 1-2-3, Free Play, One Ball Table, "Perfect," @	47.50
3	5c Mills Square Bell, Cash Pay Console, "Clean and Perfect," @	62.50
15	5c Paces Races, Brown Cabinet, Late Serials, Guaranteed, @	100.00
2	5c Pacific Dominoe, Cash Pay Console, "Perfect," @	25.00
3	5c Watling Big Game, Cash Pay, "Perfect," Guaranteed, @	97.50
4	5c Watling Big Game, Free Play, "Perfect," Guaranteed, @	97.50
2	5c Bono (Crap Machine), Legal, Wonderful Nickel Getter, @	27.50

SLOT MACHINES

PACE—5 PENNY COMET, DOUBLE JACKPOT, "Clean," @	$ 55.00
PACE—3 PENNY DE LUXE, DOUBLE JACKPOT, "Like New," @	65.00
PACE—4 PENNY ROCKET, SINGLE JACKPOT, "Guaranteed Like New," @	75.00
PACE—2 NICKLE COMET, DOUBLE JACKPOT, FRONT VENDER, "Perfect," @	65.00
PACE—6 NICKEL KITTY, DOUBLE JACKPOT, BELL, "Perfect," @	80.00
PACE—2 DIME KITTY, DOUBLE JACKPOT, BELL, "Perfect," @	90.00
JENNINGS—1 PENNY LITTLE DUKE, SINGLE JACKPOT	15.00
JENNINGS—1 PENNY LITTLE DUKE, SINGLE JACKPOT, "As Is, Good for Parts"	7.50
JENNINGS—1 PENNY LITTLE DUKE, TRIPLE JACKPOT	17.50
WATLING—3 PENNY TWIN JACKPOT FRONT VENDER @	37.50
WATLING—2 NICKEL TWIN JACKPOT BELL @	57.50
CAILLE—2 NICKEL JACKPOT BELL, "Clean," @	67.50
GROETCHEN—15 COLUMBIA, GOLD AWARD MODEL, "Perfect," @	55.00
BAKER—24 PENNY SKILL-A-RETTE, "Brand New," @	15.50
WATLING—3 PENNY SCALES, MODEL No. 500, "Brand New," @	147.50
WATLING—5 PENNY SCALES, MODEL No. 500, "Slightly Used," @	125.00
PACE—5 PENNY SCALES, "Used," @	37.50
ROCK-OLA—3 PENNY SCALES, LO-BOY, "Used, Perfect," @	50.00
U-NEED-A-PACK—35 CIGARETTE VENDER, 15 COL., "Like New," @	100.00
U-NEED-A-PACK—3 CIGARETTE VENDER, 15 COL., "Brand New," @	125.00

1-3 Deposit Required on All Orders, Balance C.O.D.

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405-7 CRAWFORD ST. Phone 1025 PORTSMOUTH, VA.

PHONOGRAPHS

Brand new ROCK-OLA COMMANDOS in original crates.

Slightly used 1941 Rock-Ola Spectravox-Playmaster Combinations
1940 Supers and Masters

ARCADE EQUIPMENT

Supreme Ray Guns	Kicker & Catchers	Skee-Ball-Ettes
"Shoot to Tokyo"	Target Skills	Pikes Peaks
Evans Ten Strikes	Anti Air Craft	Challengers
Texas Leaguers	Rock-Ola World Series	Grip Scales

and many other items too numerous to mention.

MARBLE TABLES

Factory re-built 5-ball, free play, in "ACTION", "JEEP", "COMMANDER", "HI BOY", "PLAYTIME" and others.

Also have a stock of reconditioned tables at attractive prices.

Write us for prices and complete list.

GEO. PROCK & COMPANY

2812 Main Street DALLAS, TEXAS

in recent weeks from Gutshall included Paul Johnson and Pete Morrissey.

There's a new sign on the front of the former California Simplex Distributing Co. It loudly proclaims that the Clark Distributing Co. is now holding forth. A neat job of sign-painting, too.

Howard M. Huizing has been advanced to a Second Lieutenant in the Marine Corps. Howard is a brother of Claude Huizing, member of the Western Vending Machine Operators Association and former secretary for the group. Howard's father is also a vending machine operator.

Lucille Arnold Smith, Barstow, made Los Angeles once more during the month and related an interesting anecdote concerning her husband, Roy, now in the armed forces. It seems Roy was offered advancement from a regular sergeant to a staff sergeant or offered a 20-day furlough as an alternative. "Hell," says Roy, "I'm a married man. Give me the 20 days!"

The Moron stories still make the rounds. Some are good and some so-so. Frank Showalter, Santa Ana, was on coin row telling of the Moron who pushed the cow over the cliff so he could hear the Jersey Bounce. Roy Smith, Lancaster, quickly countered with the moron who poured whiskey over his Victory Garden so he could raise stewed tomatoes.

John Patrick of the Patrick Music Co.,

"I didn't want you to feel strange—so I baked beans!"

Santa Maria, visited Laymon's during the month for new equipment.

Jerry Cooper, Riverside, came in for the same purpose at the same place.

Frank Meyers, Montebello, is an optimistic fellow. In addition to his coin machine operations he operates three restaurants, two of which he just recently acquired. He probably specializes in Kansas City steaks, too.

Tom Wall is away on his vacation and sent his first post card from Reno. Expects to hit the wilds of Idaho before returning.

And just back from a Reno vacation is R. H. Causey. What the attraction in Reno might be this reporter has been unable to uncover.

William Anderson, Honolulu, visited local coinmen enroute to the Masonic Convention in Chicago as a delegate from Aloha Temple, Honolulu.

Harold Murphy, Arcade operator of Indio, was in town purchasing equipment and relating figures on the heat down his way.

M. F. Tillotson has purchased the Lyons route of music and Arcade equipment in Long Beach and is now operating it.

Charles Stark, Toiyable, Nevada, took General Music's REVIEW ads at their face value and came over to purchase the equipment he needed. General supplied it too.

Jack Beeber, Oxnard, is back handling his operations after a stint in the Sea Bees.

No one would have recognized Tom Boddy, local operator, last week when Tom appeared on the Row. In addition to handling his operations he is working a shift at Douglas Aircraft. The flu had just bedded Tom for five days and with a five day growth of beard he appeared ready for a pioneer's celebration.

This column brings you an "exclusive" this month. As a matter of fact, it brings you something unique—a verse of "Dirty Gerty from Bizerte" which is printable. This is the song which the GIs in North Africa have been singing these many months:

"Dirty Gertie from Bizerte
Hid a mouse-trap in her skirte
Tied it to her knee-cap purty,
Baited it with Fleur-de-Flirte,
Made her boy friends' fingers hurty,
Made the boy friends most alerty
She was voted in Bizerte,
Miss Latrine for Nineteen-thirty."

J. A. Ewing, Bakersfield, found the coolness of L. A. conducive to buying equipment and picked up several pieces from Paul Laymon.

George Joyce, in the army for the past ten months, has received his discharge and is back operating.

Jean Minthorne has purchased the phonograph operations of Milton Lange, Glendale.

Recently spotted at General Music were Harry Perinne, Tehachapi; C. H. Robson and Johnny Nelson of Bay Amusement Co., Santa Monica; Clark Shaw, Long Beach; and L. F. Saylor, Oildale.

Al Anderson, Shafter, enjoyed a four day vacation here and returned home with a load of equipment.

(See So. Cal., Page 27)

ATLAS FOR BETTER BUYS!

ARCADE MACHINES

Chi Coin Hockey	$229.50
Batting Practice	129.50
Baker Line-a-Line	99.50
Evans Ten Strike, L.S.	59.50
'39 Western Baseball	94.50
Western Baseball, DeLuxe, Brown	129.50
Tom Mix Gun	79.50
Bang-a-Deer	124.50
Casino Golf	39.50
Kirk Guesser Scale	124.50

1-BALL GAMES

Club Trophy, F. P.	$365.00
Mills Spinn. Reels, PO	125.00

CONSOLES

Watl. Big Game, PO	$139.50
Jenn. Silver Moon, PO	129.50
Jenn. Fast Time, PO	109.50
Jenn. Golfarola, latest model, like new	139.50
Jenn. Cigarola, Mod. V	79.50
Jenn. Cigarola, Mod. XXV	169.50
Mills Jumbo, PO	114.50
New Jumbo, F. P.	149.50
Mills Square Bell	89.50
Jenn. Liberty Bell, Flat Top	49.50
Slant Top	59.50
Bally Royal Draw, PO	89.50
Bally Club Bells	225.00
Keeney Triple Entry	149.50

BARGAINS OF THE WEEK!

5c Jenn. Bobtail Totalizer, FP $79.50

10c or 25c Jenn. Bobtail Totalizer, FP $99.50

Keeney 4-Way Super Bell, 4/5c $775

Pace Reels PO, 5c, Chrome Rails .. $132.50

Watling Big Game, P. O. $139.50

Rotary Merchandiser, Claw Type, (Novelty Candy Vendor) $149.50

TERMS: 1-3 Deposit Balance C.O.D.

BELLS

Mills 5c Gold Q.T. Fact. Rebuilt	$139.50
Mills 1c Q.T.	59.50
Mills 1c Smoker Bell	59.50
Pace 1c Blue Comet	69.50
Pace 10c Comet	89.50
Pace 25c Comet	119.50
Jenn. 5c, 10c or 25c Gooseneck	59.50
Jenn. 5c 4-Star Chief	119.50

Mills Factory Rebuilts

5c Copper Chrome	$335.00
5c War Eagle	199.50
5c Roman Head	189.50
5c Bonus Bell	259.50

PARTS

Title Strips, 2000	$ .50
Curved Ten Strike Glasses	2.50
Jackpot Glasses	1.25
Gears for Exh. Bicycle	10.00
Toggle Switches for Chicken Sam	2.00

2051 TUBE Ea. $2.55

ATLAS NOVELTY CO.

2200 N. Western Ave. Chicago 47, Illinois

An Adventure With A Man-Eater

Lieutenant Rieseberg, famous deep-sea diver and author of a current best seller dealing with the deep, tells a never before recorded story of a thrilling experience near the Isle of Pines.

(EDITOR'S NOTE: We feel proud to be able to present this exclusive article to our readers for Lieutenant Rieseberg is now in the service of Uncle Sam and has aided in re-surfacing the vessels at Pearl Harbor. In a future issue we hope to present Lieutenant Rieseberg's experience in this endeavor for the Navy Department.)

WE LAY off Punta L'Este, the extreme southeast corner of the Isle of Pines, three miles offshore, among a stretch of treacherous hidden reefs. There was nothing soft and luxurious about these keys. They presented not the balmy tropics of the novelist, but a stark reality of difficulty and danger. The whole area consists of these hidden, sinister reefs, shifting sands and tidal currents; and, if trouble comes to one in these waters there is no help whatever, for their shores seem uninhabited and uninhabitable. If a ship runs out of water, it may drift for weeks without seeing another, and the chances are that one may die of thirst in a vast wilderness.

However, we settled easily just inside the reef of one of these groups, in thirty fathoms of water, and anchored our little craft with three anchors; one in the bow, and two in the stern.

On August 12th, 1679, a Spanish galleon, the *Santa Paula*, had sailed out of Havana en route to Tenerice, Canary Islands via Port Royal, Jamaica. Her hold was laden with rich merchandise and a treasure-cargo valued at more than $3,500,000 in minted coin, gold and silver. Her passenger list numbered many Spanish grandees, cavaliers and *arquebuseros*, together with officials of the numerous islands of Spain's rich colonial possessions in what was then known as Hispaniola. Among these was the sister of the governor of the Canary Islands, Dona Inez Escobedo. She was accompanied by a slave whom she had purchased in Havana before sailing.

The picturesque and stately galleon passed, in her passage, three miles offshore of Punta L'Este at the extreme end of the southeastern corner of the Island of Pines, where, for several miles, stretches a broken chain of treacherous reefs. While close alongside these hidden keys the loud sounds of heavy blows emanated from the galleon's hold, and throbbed in a muffled cadence in the evening's stillness.

The Dona's slave, having gone mad, was busily engaged in scuttling the *Santa Paula* with a huge axe!

Soon, the slave, seeing his predicament as the swirling water began to rush into the hole of the galleon, became frantic and realized that the craft was doomed, quickly crawled under a huge beam and drowned himself in the inrushing torrents of the sea. It was too late to save the galleon, for she sank to the bottom quickly amid the hidden reefs.

And it was the hulk of the *Santa Paula* that we sought on this particular expedition!

My partners and myself worked furiously to locate the exact spot of the sunken craft from the chart which we possessed; and ancient "*deterrotere*" which had come down to our time, and was supposed to be the only one in existence giving the location of this treasure wreck. It took a good half day, sighting shore bearings, figuring on charts and using the hand lead while our preparations were getting under way. We took noon sights, figured some more, and an hour later we struck the sudden drop with the lead. Then we were ready.

An hour after sunrise the next morning we went to work.

"They're thick as hell in these waters," remarked one of my partners anxiously. "If one shows up while you're down there, what'll we do?"

"Nothing," I told him, "unless I give the emergency signal; then haul me up and leave matters as they are until you take care of the shark, and drop me back again quickly for decompression. The only danger

(See MAN-EATER, Page 45)

FOR SALE
Portable
FLAME ARC WELDER
World's Lowest Priced Professional Welding Outfit. Complete with regular welding hood:
$28.95
A Lifesaver for Repairing and Welding
SELLING HUNDREDS — Only 20 Left!

WILL BUY FOR CASH
AND PAY HIGHEST PRICES FOR ANY QUANTITY OF THE FOLLOWING:
Mills FOUR BELLS
Mills THREE BELLS
Mills Slots
Keeney SUPER BELLS
Keeney AIR RAIDER
Keeney SUBMARINE
Mutoscope DRIVEMOBILE
Mutoscope ACE BOMBER
Mutoscope SKY FIGHTER
Late Phonographs
What Have You?

NO DICKERING. WILL POSITIVELY PAY HIGHEST PRICES. SUBMIT YOUR LIST

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300 Assorted FIVE BALL FREE PLAYS
2 '41 DERBYS
2 CLUB TROPHYS
2 FORTUNES
3 BLUE GRASS
2 DARK HORSES
3 TRACK ODDS
2 CONTESTS
Largest Assortment of One-Ball Free Plays!
6 9-col. National Cigarette Machines.....ea. $84.50
8 9-col. DuGrenier Cigarette Machines.....ea. 89.50

IF YOU ARE IN LINE TO PURCHASE EQUIPMENT SEE US FIRST. WE CARRY THE LARGEST STOCK OF FIVE BALL FREE PLAYS, PHONOGRAPHS, RAY GUNS, SLOTS, CONSOLES, MERCHANDISE VENDORS AND ARCADE EQUIPMENT ON THE WEST COAST.

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Blue Grass F. P.	$209.50
Sport Specials F. P.	179.50
Eureka's F. P.	49.50
Arrowhead F. P.	39.50
Santa Anita's P. O.	200.00
Jockey Clubs	400.00

CONSOLES

Jumbo Parades P. O. (Late heads refinished)	109.50

Scoops

Wurlitzer No. 125 Wall Boxes	27.50
Reel Strips for Mills Slots, ea.	25c

SLOTS

Glitter Gold Q. T.	$109.50
Late Model Q. T.	84.50
Blue Fronts 5c	144.50
Blue Fronts 10c	159.50
Blue Fronts 25c	209.50
Blue Fronts 50c	425.00
Watling Rol-a-tops 25c	99.50

PHONOGRAPHS

Wurlitzer 71 (perfect)	119.50

All equipment ready for location, we have a limited stock of Mills original chromes. Write for prices

All Quotations F.O.B. Dallas. Terms 50% cash with order, balance sight draft your bank.

FRANK O'BRIEN ENTERPRISES

(Formerly Dist. Mgr. Mills and Jennings)

4154 Grassmere Lane — Phone L-9771

Dallas, Texas

Southern California

(Continued from Page 26)

Ray Reynolds, Big Bear, was a recent visitor at Laymon's.

Who is the operator who was found wandering around an East Side lumber yard looking for his draft board?

Victory Games Conversions are the "Hit Of The Month" with Paul Laymon who reports a very brisk business on these unusual units. Laymon is doing a fine business on them. During the month he also shipped a nice order of games to an operator in Central Mexico.

William Shorey, San Bernardino, drove in for some needed parts and equipment in early June. Also spotted from the same town was Carl Collard.

Vance Mape, San Francisco, was in Los Angeles July 9th conferring with L. B. McCreary at the local office of the E. T. Mape Music Co.

George Cooley made one of his infrequent appearances on the Row recently and announced that he, in partnership with Cradick and Ballard, have opened two additional Game Clubs, making a total of 3 the trio now have in operation.

Manson McDonald, Arcade operator of Long Beach, loaded equipment for his spot here in early July.

George Wheelock, San Diego, motored up to size up the equipment situation and pick up a few pieces.

Other out-of-towners noticed in local jobbing establishments include Mr. and Mrs. Fred Allen, Bakersfield; Joy Bradley, Ontario; Charles E. Peddicord, Anaheim; and Ernie Gregg, Bell.

Paul Blackford

War Is Expensive

WASHINGTON—That war is costly is shown in figures just released on the cost of a single night raid of 1,000 bombers over the Rhineland. Such a raid calls for $375,000 worth of gasoline plus $1,000,000 for bombs dropped, and an average of $11,000,000 as the cost of planes lost through enemy action.

Jo-Jo Passes at 10

LOS ANGELES—Jo-Jo, beloved by hundreds of Southern California operators and termed "the operator's best friend" by many of them, has gone to the happy hunting ground for canines.

Jo-Jo, the ginger-colored Chow owned by Mr. and Mrs. Walter Bogenberger, passed away at Dr. Moxley's hospital on June 23rd following an operation, at the age of ten years.

O'Brien In Texas

DALLAS—Frank O'Brien, formerly district manager for Mills and Jennings has gone in the jobbing and distributing business on his own and has opened headquarters at 4154 Grassmere Lane in Dallas.

O'Brien knows his business on slots and payout equipment and has a wide acquaintanceship in the Industry in all parts of the nation.

"Just tell them that anything purchased from me has been completely gone over in my shops and everything is ready for location," stated Frank in placing his initial ad announcing his new enterprise in this publication.

Test Oregon Law

PORTLAND—July 12th was set as the date by Circuit Judge Walter Tooze for members of the State Tax Commission and the Sheriff of Multnomah county to show cause why a temporary injunction sought by Sol Fox of S. Fox & Co., should not be issued. Fox sought the injunction on the grounds that the new State law levying a tax on coin-operated amusement devices was illegal insofar as it affects automatic phonographs. Fox contends that the law also violates the due process of law clauses of the State and Federal constitutions and further that it violates the uniform provisions of the State constitution.

Congratulations!

THE REVIEW:

I wish to congratulate you on continuing so brilliantly and so energetically in the publication of your grand magazine. By bringing out your paper on time every month, you have demonstrated your ability to shift with the times. Your magazine is more interesting, and better read than ever.

Mills Novelty Co.
by James Mangan
Director of Advertising and War Promotions

Long Time No See

In these fast moving times, a year is a long long time—especially if you've been away. However, even though war production has kept us away from you physically—we're thinking and planning for the future; and, you can bet your boots we've got some concrete ideas for post war cigarette and candy machine equipment. It won't be long now!

Arthur H. DuGrenier, Inc.

15 HALE STREET . . . HAVERHILL, MASS

WANTED

Late Slots
Late Bally One Ball Machine
Mills 3 & 4 Way Super Bells
Scientific Pokerinos
Photomatic Photo Frames
Eastman Direct Positive Paper
Late Phonos
Kirk Night Bomber
Arcade Games
Pop Corn Machines

PAY TABLES:

Bally Santa Anita	$185.00
Bally Long Shot	235.00
Bally Grand National	99.00

FOR SALE

ALL MACHINES COMPLETELY RECONDITIONED

Bally Pace Maker	$ 90.00
Bally Grand Stand	80.00
Bally Thistle Down	75.00
Bally Fair Grounds	30.00
Bally Fleetwood	25.00
Bally Preakness	25.00
Bally Golden Wheel	19.50
Bally Carom	18.50
Bally Hialeah	18.00
Got. Derby Day	20.00
Western Mardi Gras	45.00
Keeney Winning Ticket	110.00
Pot Shot	75.00
Got. Daily Races	15.00

FOR SALE

Keeney Velvet Replay	$ 30.00

CONSOLES:

Keeney Triple Entry	$175.00
Keeney Track Time, R.H.	75.00
Mills Jumbos, New	175.00
Evans Lucky Lucre	200.00
Evans Gal. Dom., Late Head	165.00
Jenn. Bobtail Totalizer	95.00
Jennings Liberty Bell	35.00
Jenn. Flashing Through	35.00
Keeney Dark Horse	75.00
Mills Deweys	95.00
Caille Deweys	95.00

STEWART NOVELTY CO.

133 E. SECOND SOUTH (Phone 35055) SALT LAKE CITY, UTAH

Petrillo Relents (A Bit)

NEW YORK—The unpredictable James Caesar Petrillo, American Federation of Musicians prexy who ordered a ban on record recording by union members last August 1st, has had a slight change of heart.

On July 1st Petrillo advised Elmer Davis, OWI head, that his 138,000 music-making members were ready to make records free . . . but only for the men in service. Said Prexy Petrillo: "The records so made must not be used in any way directly or indirectly commercially or for profit."

Petrillo made it quite plain that he was not giving an inch on his former order and that the records must be provided the PX's or officers' clubs without cost by the record manufacturers and that under no consideration could the records be used off government property in privately owned establishments catering to service men even if the coin chute was disconnected and the music was provided free by the management.

On the automatic phonograph front Petrillo still claims the way is open if the manufacturers have the faith. Despite several meetings the principals are as far away from an agreement as in former months. The transcription firms have made a broader attempt to reach a quick understanding for the transcription business did not have the advantage of a "stock pile" of recordings when the ban went into effect.

However, Petrillo isn't too interested in the transcription boys and their "piddling" amount of business which amounted to some one million dollars in the year preceding the ban, while the phonograph record manufacturers spent over four million dollars employing union musicians for recordings.

A new twist to the whole proposition popped up when the entire case was referred to the conciliation service of the Department of Labor and John R. Steelman, director of that branch of the Department, was delegated to try his luck at bringing about a quick understanding and end of the ban. Several government agencies and special committees have previously had the Petrillo matter before them but in each case the AFM has been successful in holding their own.

Rumors in New York still have it that Paul Puner, head of Musicraft, is dickering with Petrillo and may jump the fence shortly with a deal that will give him a "go" sign on commercial records using union musicians. If this happens Musicraft will find itself in the driver's seat for a few weeks or months until the major record companies seek out the lion in his den and make a similar deal.

It is purely evident that the Petrillo matter is the hottest thing on the griddle in these parts at the present time and just how the mess turns out is any chef's guess.

Brennans Vacation

SAN FRANCISCO—Mr. and Mrs. Ernie Brennan returned to San Francisco July 12th after a two weeks vacation at Ensenada, Baja California. Both enjoyed the trip immensely, and visited in Los Angeles on their way home.

Ernie is the manager of the San Francisco office of General Music.

MUSIC

Singers Pay Respects (?) To Operators

NEW YORK—Members of the automatic music division of the Coin Operated Machine Industry were stunned on June 26th to learn that the singers they had so liberally patronized in years gone by and aided along the stormy road to national popularity and financial independence, had deserted them and gone into the Petrillo camp.

Information filtered out of American Federation of Musicians headquarters and was released in the following form to all Associated Press newspapers in the country:

> **"James C. Petrillo, president of the American Federation of Musicians, says he has asked 'name' singers not to make recordings without instrumental accompaniment.**
>
> **"In issuing this announcement yesterday, Petrillo listed Bing Crosby, Frank Sinatra, Connee Boswell, Barry Wood, Dick Haymes and Perro Como as among those agreeing to cooperate with his request.**
>
> **For the last 10 months members of the A. F. M. have been banned from making recordings for general use."**

It is a known fact that the singers listed carry A. F. M. membership cards but it had been the hope of automatic music operators that these individuals would remain neutral during the present recording ban and not cast "pearls with swine."

Victor Wins Poll

CAMDEN, N. J.—According to a record poll conducted on college campuses by *Esquire* magazine for its July issue, four Victor discs were named among the five all-time popular records. They also voted six Victor records in the top-notch positions in the transient disc class.

Rudy Vallee's *As Time Goes By*, Tommy Dorsey's *There Are Such Things*, Glenn Miller's *That Old Black Magic* and Dinah Shore's *Murder! He Says* are the most popular with the college boys and girls.

Phono Calls Cops

PASADENA—When a zoot suiter stabbed a cafe owner in a Pasadena cafe on June 13th, the cafe owner's wife used a new medium to call police. The cafe telephone was near the door where the fracas was going on—a territory she was anxious to stay away from.

So, using the old noodle, the woman slipped a nickel in the wired music box and, when the girl answered, asked her to call police.

Haymes Rise Rapid

NEW YORK—Within a month and a half Dick Haymes has zoomed from a vocalist's chair with Tommy Dorsey's orchestra to a full-fledged star of radio, recording and night clubs.

Haymes was signed in mid-June to star on the Blue network "Evening in Paris" show; more than 300,000 copies of his first record *In My Arms* and *It Can't Be Wrong* have been placed on the market by Decca; and a new pressing is already in the works.

Blum in Air Corps

LOS ANGELES—Melvin J. Blum, former operator of Bay City, Texas, is now an aviation student in the Air Corps and is taking training at Hays, Kansas.

In a letter to THE REVIEW, Blum said: "I am enclosing a check for a three year subscription to your very fine magazine. I am in Uncle Sam's Army now, but still want to keep up with what is going on in the coin machine business.

"My business is being operated under the name of Belcher and Blum Music Co. with Steve Collida as manager, and just as soon as we win this war I intend going back to my business for I contend that the coin machine business is one of the best businesses one can be in. It will still be just as good, if not better, after the war's over.

"I would like for you to print my address in your magazine and let my friends know where I am, and tell them I would like very much to hear from them." (Signed) Melvin J. Blum, 83rd College Training Detachment, Lewis Field, Flight 4A, Hays, Kansas.

Crosby Earnings

PHILADELPHIA—In the report of the Securities and Exchange Commission on June 22nd, it was shown that Bing Crosby was paid $336,111 by Paramount Pictures, Inc., and $298,946 by Decca Records, Inc., during 1942. All of which proves that warbling, via discs, is less effortless and almost as lucrative as active chores before the cameras in wild Hollywood.

SHELLEY RADIO COMPANY

Western Distributors: **KEN-RAD TUBE AND LAMP CORPORATION**

645 South Sepulveda Blvd. **ARizona 38065** **West Los Angeles, Calif.**

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ON LOCATION

WURLITZER

1 800 with 4 Buckley Boxes
1 750
2 750E (one with 13 Wurlitzer Boxes)
12 616's
4 600's
7 500's
7 412's
1 71 Counter Model with stand
1 61 Counter Model
4 Twin-12's with 3 Packard Boxes
1 Twin-12 with 5 Packard Boxes
1 Twin-12 with 4 Packard Boxes
2 Twin-12's with Packard Adapters
1 Twin-12 and 7 Packard Boxes
1 Twin-12 with 6 Packard Boxes
1 Twin-12 with 9 Buckley Boxes
1 Twin-16 with 3 Buckley Boxes and Adapter

SEEBURG

1 9800 RC
2 8800 with 4 Select-O-Matic Boxes
1 8800 with 3 Select-O-Matic Boxes
2 8800 with 5 Select-O-Matic Boxes
6 Royales
5 Classics
1 Gem ES RC
8 Regals
9 Crowns
3 Mayfairs
5 Plazas
1 7850 RC
9 Rexs
1 Casino
1 Plaza with 4 Selector Boxes
2 Rex in wooden Cabinets with Packard Adapters

LIMITED QUANTITY OF NEW ROCK

ALL EQUIPMENT LISTED SUBJECT TO STOCK ON HA

JEAN J. MI

EXCLUSIVE ROCK-OLA DISTRIBUTOR FOR

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MISCELLANEOUS EQUIPMENT

4 Rock-Ola 12-Record (One with 3 Select-O-Matic Boxes)
1 Mills Throne of Music
1 Rock-Ola Counter Model
1 Filben Unit
1 Rock-Ola Playmaster
3 Rock-Ola 20-Record Monarchs
21 Packard Pla-Mor Boxes
20 Seeburg Wall-O-Matic Boxes
40 Buckley Boxes, latest type

WIRED MUSIC

1 Set of 15 Units with Cabinets
1 Set of 12 Units with Cabinets
NEW Rock-Ola Mystic Music Lock-Out Boxes
NEW Jennings Wired Music Cabinets

BRAND NEW EQUIPMENT

Rock-Ola Universal Tone Columns
Rock-Ola Moderne Speakers
Rock-Ola Organ Tone Column Speakers
Rock-Ola Tone-O-Lier Speakers
Group of miscellaneous small Lite-Up Speakers

K-OLA COMMANDOS IN CRATES

AND. DON'T DELAY! GET IN TOUCH WITH US TODAY

NTHORNE

OR SOUTHERN CALIFORNIA AND NEVADA

rkway 1179 **Los Angeles, 6, California**

Simmons Busy

HOLLYWOOD—The old saying "Jack of all trades—master of none" doesn't apply to W. E. Simmons, Regional Western States Representative for Packard Manufacturing Corp., West Coast Representative for the Bennett needles, head of the Recuperator Long Life Battery Service and the new Traffic Recuperator Battery.

Bill has been a busy fellow these past few weeks getting in used needles for Bennett, establishing reclaiming depots throughout the west, helping Alpha Distributing Co. make up shipments of the Recuperator Long Life Battery Service going to all parts of the United States and Canada, and also appointing distributors for the Traffic Recuperator Battery.

"One has to do the work of two or three people if you want the work done in war times," declared Bill.

Musicraft New Home

NEW YORK — Musicraft Corporation, formerly at 480 Lexington Avenue, New York City, has finally opened its new building at 40 West 46th Street, New York City, where all departments, executive offices, shipping and receiving departments, stock rooms, show rooms, etc. have been combined and will operate under one roof.

Musicraft Corporation, manufacturers of records, albums and accessories, have become one of the fastest growing companies in the country. Famous for many years for their classical line, they have absorbed the Party Record catalogue and novelty records which will be remembered long and often by all coin machine operators throughout the country. Promotions on their Masterpiece records continue throughout the nation in the largest department stores in nearly every major city.

During the Petrillo ban, Musicraft Corporation was the first to make popular records with complete vocals—without musical backgrounds except for one release which was produced with Baron Elliott and his orchestra—"Vos Zokt Eer—Means What Do You Say", on the reverse side of which the same orchestra did "Stardust". Musicraft Corporation and the Petrillo Big Wigs have been negotiating a separate peace for the past 60 days and for a time it looked like Musicraft would be the first Union Label Platter on the market. At this writing it is still a possibility.

In a brief interview Paul Puner, President of Musicraft, told this reporter, "It is the policy of this corporation to attempt something new and different in records continually to give dealers and operators additional record profits which heretofore have never been possible, since the other companies have been content to make one type of record on which they spent their entire production. Our policy has been to try to fill the large gap so long in existence in the music field."

Permo Has Needles

CHICAGO—Although there is talk of needle shortage in various key centers of the nation Permo, Inc., manufacturers of the world-famous Permo Point needle for use on automatic phonographs, reveals that there is no shortage of Permo Point needles and "we expect to continue to supply them in the future."

Speaking on the needle situation E. C. Steffens, Vice-President and General Sales Manager, said that he did not believe there was any cause for alarm for he felt certain Permo would be able to supply all normal needs in the future.

GENERAL MUSIC COMPANY

DISTRIBUTORS

Buckley Wall Box Music Systems

2277 West Pico Blvd.
Los Angeles

1157 Post Street
San Francisco

Mr. Paul Blackford,
The COIN MACHINE REVIEW,
1115 Venice Boulevard,
Los Angeles, California.

Dear Paul:

I would like to take this opportunity to express my feelings and admiration for the fine job you have done in keeping up the publication of THE REVIEW.

I can't help but realize the many hardships and heartaches you have gone through, and the West Coast should be indeed proud knowing that you and the COIN MACHINE REVIEW have withstood all business difficulties and reverses.

We know, Paul, that you have the Industry at heart or you would have cut your publications down the same as your competitors to practically nothing and gone into greener pastures.

Best Regards,

(Signed) Bud Parr

PLASTIC REPLACEMENT PARTS

FOR YOUR PHONOGRAPHS!

We have on hand a small stock of ORIGINAL plastic replacement parts for Wurlitzer phonographs.

	Ea.
Model 71 Top Corners	$ 3.50
" 71 Bottom Corners	4.50
" 500 Grille Plastics	3.50
" 700 Top Corners	9.35
" 700 Red Top Plastics (above front door)	2.00
" 700 Upper Back Sides (green)	5.50
" 700 Lower Sides	10.35
" 800 Top Corners	14.50
" 800 Lower Sides	15.00
" 800 Top Center Plastics (onyx)	4.00
" 800 Upper Back Sides (green)	6.50
" 800 Top Red Plastics (above front door)	8.50
" 800 Grille Plastics (bubble part)	4.00
" 850 Direct Top Center (red)	14.50
" 950 Lower Side Plastics	15.00
" 750 Top Center Plastics (red)	5.50

We mold the following UNBREAKABLE replacement plastics and now have them available for

	Ea.
Wurlitzer Model 61 Top Corners	$ 4.25
" " 600 Top Corners	4.25
" " 500 Top Corners (red only)	6.75
" " 750 Top Corners	17.50
" " 750 Bottom Corners	17.50
" " 850 Top Corners	19.50
" " 850 Bottom Corners	17.50
Rockola Models—Standard, Master, Super; Top Corners (red or yellow)	$17.50 Ea.

We have the following SHEET PLASTIC available (size of sheet approximately 20" x 50"—1000 square inches):

40 Gauge Yellow Plastic (thickness of a new dime), 2c Per Sq. In.
60 Gauge Red Plastic (thickness of a new half dollar), 3c Per Sq. In.
80 Gauge Red or Yellow (thickness of a new silver dollar), 4c Per Sq. In.

We cut sheet plastic to desired size.
10% discount on complete sheets.

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT.
WE MAY HAVE IT IN STOCK.

TERMS: 1/3 Deposit with Order—Balance C. O. D.—F. O. B. New York. No Orders Taken Without Deposit—Checks Acceptable.

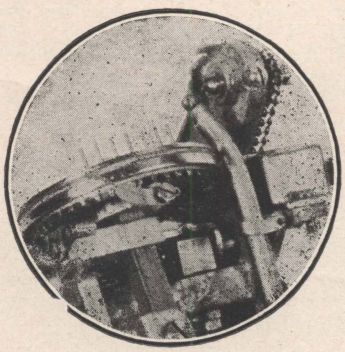
Acme Sales Co. 414 W. 45th St. N. Y. 19, N. Y. Circle 6-7740

Needles—
PAST, PRESENT and FUTURE

By ART OLSEN
President, Permo, Incorporated

IT IS A FAR CRY back some 15 years to the time when coin phonograph operators were confronted with the necessity of using the old steel or tungsten needles in their machines. At that time, some phonographs were equipped with automatic needle-changing devices, but generally the operator left a package of needles at the location together with a key to the phonograph so that after each few plays, or when the music got "sour," the owner could unlock the machine and change the needle.

Many coin phonograph operators in the business today have taken long-life needles as a matter of fact and never saw a needle-changing device holding fifty needles, such as that shown in the picture below, which was standard equipment on many machines in the old days.



In 1939, the first semi-permanent needle, known then as now as "Permo Point," was introduced to the coin phonograph operators. This needle had a revolutionary effect on the operation of coin phonographs, and is perhaps one of the most beneficial incidents that has happened in such operation before or since. I think the letter, which I take the liberty of reproducing on this page together with a picture of Mr. Duggan of the Duggan Music Company of Mount Dora, Florida, tells a story all its own of the needle difficulties which confronted the operators at that time, and also indicates the humble beginning of Permo.

It has indeed been interesting to watch the consistent growth of the Coin Phonograph Industry from year to year without interruption, and how this growth was reflected by the gradual and constant increase in long-life needles. From only a few thousands of phonographs in the field, when Permo Point needles were first introduced, the Industry has grown to substantial proportions with probably more than 300,000 phonographs in operation and likewise, Permo, which has supplied a large percentage of the operators with needles since its inception, has grown to be the largest manufacturer of long-life phonograph needles in the world.

During this time, the operators have passed through years of depression along with years of plenty. They have seen their territories flooded with an over-abundance of phonographs, and are now experiencing a period of scarcity of these new machines.

Many new and interesting things have been utilized, such as extension speakers, wall-boxes, bar-boxes, wired music, combination of music and pictures, and no doubt many other advancements and additions would have been added during the past year and a half if the progress had not been interrupted by War.

However, War creates unusual and unprecedented conditions, and this Industry is no exception to its effects, whether they be good or bad.

Some of the conditions with which we are now confronted is the lack of equipment and parts, and the necessity for using old and obsolete equipment which otherwise would now be in discard. Then, too, there is the problem of a loss of service-men to the Draft and War work, which, together with gas rationing has caused the readjustments and cutting down of routes and lengthening the time between service calls.

One of the major problems has been records. With the record companies cut down on the use of shellac in connection with their manufacture and a greater demand for records, an acute shortage has been created notwithstanding the fact that a greater number of records are being supplied to the operators than were being supplied at any time in the past. The substitution of material has created an urgent need for the salvage of all scrap records so that the material can be reclaimed and reused for current supply. This substitution of material, together with the necessity for using records longer than their normal life, has also created its problem in connection with needle wear.

It is an established fact that worn records or records manufactured with more abrasive material causes excessive needle wear; therefore, it is quite natural that needle life would be somewhat reduced since the perfect point material for a phonograph needle must be considered on the quality of kindness to records as well as on needle life. It is not sufficient just to make a needle with the thought of long-life alone, as a needle which would play forever might not be practical or economical from the operators' standpoint as it would of necessity be injurious to the records because of the hardness of point material.

In February, a Government Order restricting the future use of osmium in making alloys for phonograph needles was announced, and on April 16th a further Order was issued limiting the use of alloyed metals containing osmium to a certain percentage of similar alloys used during 1941. These Orders created some anxiety and uncertainty in the minds of many of the operators, and therefore resulted in an unprecedented flood of buying of phonograph needles. The rumors that started this "scare" buying were not well founded insofar as Permo is concerned, as we have been and are in a position to meet all normal needle requirements, and we have not found it necessary to allocate or limit the supply.

Permo is actively engaged in making piv-

TURN PAGE

COIN MACHINE REVIEW
33
FOR JULY 1943

Mr. Duggan is one of the first phonograph operators in the country. He has the distinction of placing the first amplified coin-operated phonograph in the State of Florida. It was an old Western Electric, air operated. Believe it or not the location is still operated by the same proprietor and Duggan still has it as a phonograph location. ←

Duggan's letter, reproduced here, shows the needle difficulties early operators had. →

COIN-OPERATED PHONOGRAPHS
WEIGHING SCALES
VENDING MACHINES

PHONES
MOUNT DORA 100
RUSTIN 100

DUGGAN MUSIC COMPANY
MOUNT DORA, FLORIDA
April 29th, 1941

Permo Products Corp.
Chicago Ill.
Gentlemen:-

ATT: MR. ART OLSEN

I have just read with interest your latest issue of "PERMO POINTERS". It brings back to my mind the early days in the phonograph business. While I do not stand to receive a prize of ten free needles as I do not operate five hundred machines at this time. Maybe I should have a prize as being one of the oldest operators as I started with phonographs in 1927.

Well do I remember in those early days when I bought every kind of needle that I could hear about. I remember ordering some from Swissland and paid over $3.00 each for them. My best results were with Victors tungston needles that came, five to the box. They were far from good in this business.

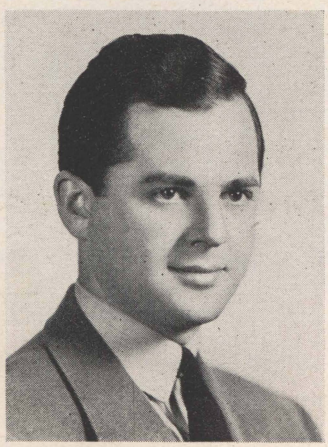
One day a great letter came to me. It was from my good friend, Mr. B. C. Waters, who is still in Chicago and connected with the phonograph business. Mr. Waters advised that "some Swede by the name of Olsen was makeing a new needle and was around peddleing them out at 60¢ each." They were pretty good needles and suggested that I try a few of them. I replyed immediately and in a few days I had a hundred of the Olsen needles in a pill box. They were better than anything I have ever used but the point would break off. I still had to leave the key and a few extra needles with the locations.

Well since that time I have stuck with that Swede's needles have used many hundred of them. I have about a hundred of the old type round ones in a pill box in my desk at present that I never used as you had improved on them and I placed them in the drawer many years ago. Maybe you you would like to have them. They are yours for the asking.

In closeing, will say that if PERMO POINTS were $1.00 each, I would still use them. Heres hopeing that I will have the pleasure of meeting you some day and wishing you the best of everything, I remain.

Yours truly.

DUGGAN MUSIC COMPANY
By - - - - - - - - - -



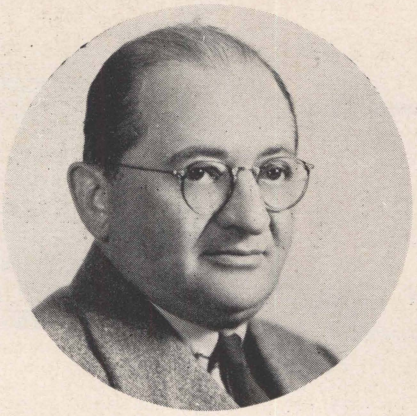
To My Friends:

I assure you that I miss all of you, but duty called me and I am doing my share to help win this war.

I am in California at the present time, working with one of the Kaiser units as a construction engineer. I want all of you to know that I haven't forgotten you, but I can't write to each of you.

Here's hoping for a speedy victory! Be sure not to forget to buy bonds, so freedom will ring again for free people.

Sincerely,
Al A. Roberts (Acky)
2701 Van Ness Avenue,
San Francisco, California.



Dear Friends:

During the past year I have had an opportunity to see some of you. I missed some of you because of the restrictions on travel at the present time, but I assure you that I am thinking of all of you.

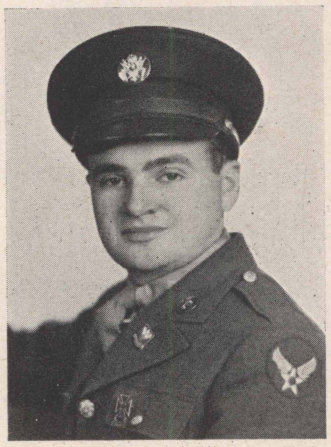
As you can see from the letters that my sons have written, I've got to carry on for them until they bring home victory.

If you are in need of any merchandise please write to me, and I'll do my best in taking care of your needs.

Please fulfill the wishes of my sons and buy as many bonds as possible. You can be sure that we are doing our share.

With kindest regards to all of you and your families, I remain,

Your Friend,
Wolf Reiwitz,



To My Friends:

I would like very much to write all of you, but it is impossible to serve my country and keep up a correspondence with all of my friends. I am well and doing my duty to help win this war, and I sincerely hope that all of you are doing your duty; those of you who are not in the service, by buying as many bonds as you can.

After all, you know Uncle Sam has to take care of me while I'm in the Army, and you are the ones who will have to help pay that expense.

I am stationed at Lowry Field in the Air Corps and I do hope you will all write to me. Just keep watching the COIN MACHINE REVIEW and I will carry on my correspondence with you through this medium, very often.

Hoping for a quick victory, I remain,
Yours,
Sgt. A. C. Roberts (Chickie)
10th T. S. S.,
Lowry Field,
Denver, Colorado.

BUY UNITED STATES WAR BONDS AND STAMPS

WOLF SALES COMPANY, Inc.,
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ots tipped with Permometal for use in airplane instruments and compasses, and a large portion of the plant is devoted to such War work. For this work, new equipment has been designed and built as the regular needle equipment was not adaptable; leaving it still free for use in continued needle production.

Therefore, unless further restrictions should make it impossible, Permo expects to be able to supply Permo Points to the operators as it has consistently for the past 14 years. In doing this, there will be the fullest cooperation with and conformity to every Governmental Order in the use of vital materials.

Moore Needle Station

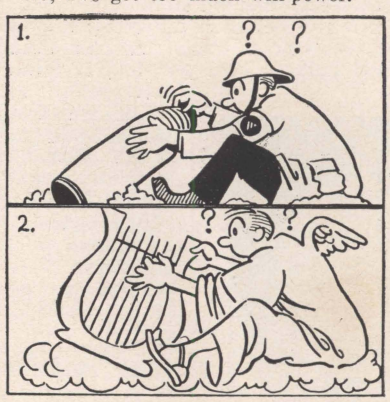
HOLLYWOOD—Announcement has been made here of the appointment of Jack R. Moore Co. as a Used Needle Reclaiming Depot for the Bennett Refinishing and Repointing Service.

According to W. E. Simmons, Bennett representative in the West, all five offices of Jack R. Moore Co. will act as depots for picking up needles for forwarding to the factory for service.

Reclaiming depots established to date include Jack Gutshall Distributing Co., Los Angeles; Alpha Distributing Co., Hollywood; D. H. Osborn, Oakland; and the Jack Moore offices in Seattle, Spokane, Salt Lake City, San Francisco and Portland.

* * *

"Have much fun at the party last night?"
"No, I've got too much will-power."



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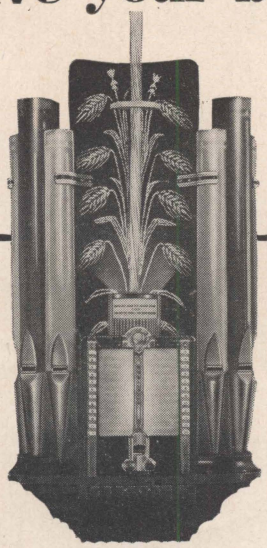
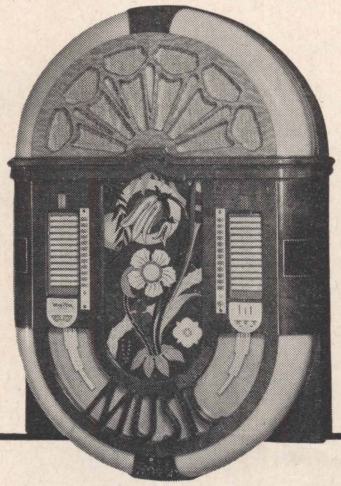
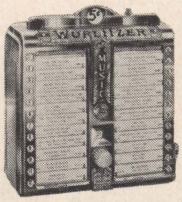


Wurlitzer
Selective
Organ Speaker 430

Wurlitzer Selective
Speaker 580



Wurlitzer Model 125
5, 10, 25c Remote Control
Wall Box



Wurlitzer
Model 100
5c Remote Control
Wall Box

COIN MACHINE REVIEW
35
FOR JULY 1943

Wurlitzer Remote Control Wall Boxes and Selective Speakers Will Up Your Earnings Plenty

There isn't a location on your list that won't do better for you with these Wurlitzer Selective Speakers and Wall Boxes than without them.

In multi-room locations these big brilliant speakers are as good as a second phonograph. In places with tables or booths the Wall Boxes pick up a flood of extra coins by simply eliminating the need for the patron to get up and walk over to the phonograph.

Don't pass up this opportunity to get the fullest possible share of war-time spending in locations everywhere. Every one of these Wurlitzer Remote Control Units will quickly pay for itself — produce a handsome profit for you right through to the end of the war.

Come in for a demonstration.

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INDIANAPOLIS, INDIANA

Capitol's First Year Successful Despite Petrillo-Shellac Handicap

By ART MULVANEY

JUST a year ago this month, the first phonograph records bearing the black and silver Capitol label were released by a young firm in Hollywood. Thirty days later, James C. Petrillo, head of the American Federation of Musicians, ruled that no more records could be made if union musicians were not used.

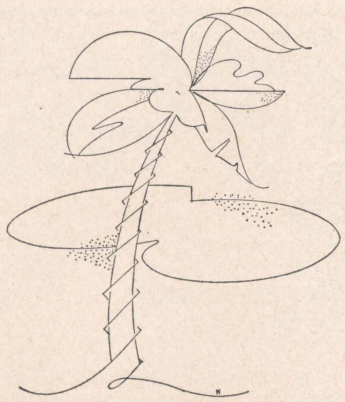
Almost simultaneously came the government's order, through the War Production Board, that shellac was necessary for war materials and that its use for records would have to be virtually discontinued. Those were powerful blows to the young Capitol organization, but the firm's executives decided to continue anyway.

Capitol was organized by B. F. (Buddy) DeSylva, executive producer of Paramount Pictures; Johnny Mercer, widely known songwriter and singer, and Glenn Wallichs, who operated a music-record shop at Hollywood's Sunset and Vine intersection. They were convinced, a year ago, that there was a place—and an important place—for a new disc manufacturer. DeSylva was instrumental in financing the company, Mercer was responsible for signing artists and assigning them material to record, and Wallichs' responsibility was to sell the finished product. How well they have succeeded in 12 months is the talk of the music industry.

With Paul Whiteman signed as an exclusive Capitol artist, the three execs had a good start toward building a catalogue. All three men agreed that a new company must find and "build" its own artists, giving unknown talent an opportunity. That's how Freddie Slack's band and the singer, Ella Mae Morse, got their chance on records. Right off the bat they were sensational clicks with a tune called "Cow-Cow Boogie" which still is a big coin-machine earner throughout the nation. Mercer himself tried recording new tunes, tunes which the other waxworks wouldn't allow him to

(See Capitol, Page 38)

The Capitol Records triumvirate. Glenn Wallichs, General Manager, on the left; Johnny Mercer, Vice-President, center; and Buddy G. DeSylva, President.

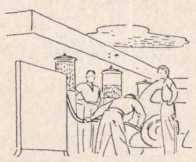


Phonograph Operating In One Of America's Important Military Outposts Of the War . . . Hawaii!

by ARCHIE KENNEDY
HILO, HAWAII

MUSIC, for centuries, has been an essential part of man's very existence and today in war-time Hawaii it has become a very important and necessary factor in boosting morale—one of the most vital things in war time in any country. However music in Hawaii is doing a double duty in World War Two for in addition to maintaining morale of the citizens of the Islands who are engaged in war work, it also is doing the same job for the undisclosed number of fighting sons of freedom who are here to protect one of the outposts of America.

Those in the Islands who had coin-operated phonographs before the bombing of Pearl Harbor are very fortunate for it is virtually impossible to obtain them now. Only goods and equipment rated by the army as absolutely essential to war-time needs is given priority and shipping space from the mainland. Phonographs come very low on this list and so there is very little chance of securing a priority from the Office of Materials and Supplies Control in the Hawaiian Islands.

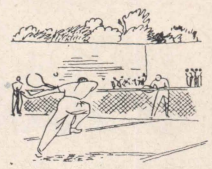


Restaurants, beer parlors and places of amusement are clamoring for music and spots which are fortunate to have automatic phonographs are doing an extremely thriving and profitable business.

People in the Islands are living differently than at any time in the past. Customs of former years have given way to a new mode of living brought on by existing conditions. No longer are the beaches covered with vacationers and local folks. Travelling over the network of roads in the Islands is curtailed also for gasoline rationing is just as important in Hawaii as on the Eastern Seaboard. Pleasure driving is unthought of by local citizens who see the successful prosecution of the war as the most important business at hand at the present time. The tragedy of Pearl Harbor has made the people very cognizant of just what can happen when crazy yellow madmen run berserk.

Along with the changing mode of living in the Islands has come a change in our ways and methods of operating also. We have had all of the problems the operators on the mainland have had to cope with and, in addition, we've had some of our own special problems that were not too pleasant or too easy to handle.

For a time the phonograph record problem was a real headache but this condition is finally righting itself. Construction and supplies are pretty well advanced and so shipping space is given to the next important commodity and phonograph records fortunately fitted in.



Men in uniform, defense workers and civilians are all lovers of music in these beautiful Islands and with the increased population came the increased demand for automatic phonographs. Being unable to obtain them it has been one of our most difficult problems, for who to favor and

(Continued on Page 38)

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New CAPITOL RECORDS Release
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4 new Smash hits now ready for delivery, featuring
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CEELEE BURKE AND HIS ORCHESTRA
SIX HITS AND A MISS
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Capitol

(Continued from Page 36)

do. As a result, his "Strip Polka" was one of 1942's biggest sellers, and the other companies rushed to have their artists record the song.

Gradually the list of Capitol artists lengthened. Dennis Day, Connie Haines, Gordon Jenkins, Tex Ritter, Margaret Whiting, Billy Butterfield, Bobby Sherwood, Johnnie Johnston, Jack McLean, Ray McKinley, the Six Hits and a Miss, Imogene Lynn, Martha Tilton and others were given a chance by DeSylva, Wallichs and Mercer. Johnston, especially, proved a sensation on wax. His "That Old Black Magic" which he introduced in the Paramount musical, "Star-Spangled Rhythm," shoved him into national prominence. Today he's a star, earning $1,000 a week at Paramount.

With sales far behind actual orders, because of the demand, Capitol bucked the Petrillo and no-shellac bugaboos and opened distribution centers in New York, Chicago and Dallas as well as at the Hollywood home office. Soon they'll open a center in Atlanta. And with an eye toward building goodwill and servicing dealers, newspaper reviewers and radio station personnel with something seriously needed, Capitol brought Dave Dexter to Hollywood to inaugurate something unique in the industry, a newspaper which carries legitimate news concerning non-Capitol bands and singers as well as those who record for Capitol exclusively. The publication, known as "The Capitol," now has a circulation of more than 20,000 copies and dealers throughout the nation are distributing it to their customers.

Capitol has ambitious plans for the future. They intend to experiment with music and issue unusual vocal and instrumental performances. From a little, unknown concern a year ago it has become one of the four major companies with its records listed in "One-Spot," "Recordaid" and other "bibles" of the record dealer. The coin machine industry has sampled Capitol and found it tasted good. But according to Mercer, next year will be even better.

At any rate, Capitol's progress will be worth watching. The boys in Hollywood have plenty on the ball.

Corcoran Out of Hospital

SAN FRANCISCO—William Corcoran, Pacific Coast District Manager for Buckley Music Systems, Inc., is back at his desk and feeling fine after a two week stint in the hospital.

* * *

Passenger (at depot restaurant): "Is that all you've got to eat here?"

Waiter: "I haven't got to eat it. I work here."

W-what do we do—Salute or whistle?

Hawaii

(Continued from Page 37)

who to skip is not an easy decision to make. One must consider relationships of the past and impressions given that might affect our operations after the war is over. We are doing our best to take care of our regular spots and give them the service and consideration they enjoyed in pre-war days.

The radio gives us the new popular song hits and serves to whet the appetite of the Island population for a review of one's favorite songs. We, here in Hawaii, are grateful for the phonograph and the manufacturers of it—for it is filling an urgent wartime need. But we'd like to have many, many more of them.

* * *

He—If you'll give me your telephone number I'll call you up some time.

She—It's in the book.

He—Good. And what's your name?

She—That's in the book, too.

1 TO 12, 25¢ EA. - 13 TO 99, 23½ EA. - 100 UP, 20¢ EA.

MIRACLE POINT NEEDLE

Miracle Point

The phonograph needle that plays better — longer!

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS

Music Operator Uses "Smokes for Soldiers" To Increase Phonograph Revenue

By JASON YOUNG

COGNIZANT of the fact that next to letters from home, our boys overseas want smokes most of all, M. F. Malarkey, operator of several hundred automatic phonographs with headquarters in Pottsville, Pennsylvania, devised a promotion to provide cigarettes for our fighting men and increase the "take" on his phonographs at the same time.

Working with the Liggett and Myers Tobacco Co.—manufacturers of Chesterfield cigarettes—Malarkey has placed a 5 inch by 6½ inch sticker on the front of each one of his phonographs to the effect that a portion of the receipts from the operation of the phonograph will be used to purchase cigarettes for shipment overseas. The "smokes fund" is being established out of the Malarkey proceeds only, and in no way affects the ordinary profit of the location owner on the operation of the phonograph.

The *Pottsville Republican* learned of the Malarkey promotion and devoted space to it in the issue of June 2nd, using the photograph reproduced on this page, over three columns of space. Said the paper, "As Malarkey's gift to our brave sons on the battle fronts all over the world, they are sending regular shipments of Chesterfield cigarettes by case lots, and the first shipment of 110,000 smokes is already on its way. And perhaps many a Schuylkill County lad in Guadalcanal or Africa will be handed a free pack of smokes with this inscription 'Smokes For Our Boys from Malarkey's Music Store' that will bring back fond memories of home."

Malarkey followed up the newspaper story with paid advertising space in the newspapers in his territory and a sample of one of the ads which appeared in a two-column space is reproduced on this page.

Commenting on the plan Malarkey said, "This kind of advertising for coin-operated phonographs is unheard of perhaps,—but when you consider that our inventory of electric refrigerators, washing machines, pianos, radios and various other articles of merchandise on which we depended for our business, are now off the market, you can readily see that increasing the income of our hundreds of coin-operated phonographs is a business necessity.

"The Liggett and Myers Tobacco Co. gave us the finest kind of co-operation in supplying newspaper cuts of cigarette packs showing our stamp on the end of each pack instead of the tax stamp (as shown in the newsaper ad reproduced).

"The 110,000 cigarettes, which is exactly 5500 packs of 20 cigarettes each, cost us 4½c per pack or $250.00 for our first shipment.

"Our advertising appeal helps our soldiers, our locations, and ourselves. And we feel, above all, that it will popularize our automatic phonographs and place them on the high level in the entertainment field which they so rightly deserve. It is our hope that other music operators may want to do a patriotic service such as this for it is one of the finest and most dignified promotions we have ever taken part in."

M. F. Malarkey, right, hands check to Pete O'Donnell, Chesterfield representative, for first shipment of 110,000 Chesterfield cigarettes—sprawled on the pavement in front of the Malarkey Music Store—ready for shipment to our boys overseas.

Somewhere Overseas-

Your Son May Get One of These Today

Yes, today in North Africa, in England, or perhaps in Australia, your soldier or sailor son may be handed a pack of Chesterfield cigarettes free . . . welcome American smokes from home. And on a little tab on top of the pack, he may be surprised to read this printed greeting:

SMOKES FOR OUR BOYS
from
MALARKEY'S
MUSIC STORE
Pottsville, Pa.

Our first shipment of "Victory Smokes" overseas contained 110,000 Chesterfields. And plenty more are coming, too! For out of every nickel you spend in our "juke boxes," part of it goes toward the purchase of more smokes for our boys "over there."

★

Don't miss "Unfinished Rainbows" starring Alan Ladd—the story of aluminum. Showing at the Capitol Theatre Wednesday and Thursday in cooperation with the Aluminum Co. of America, Cressona.

MALARKEY'S
Schuylkill County's Music Headquarters

One of the several display advertisements which have appeared in newspapers in Malarkey's territory acquainting the public with the "Music for Our Morale; Smokes for Their Morale" campaign. Note the special stamp used in place of the tax stamp, to acquaint the soldiers with the donor of the smokes.

Murdock in Washington

LOS ANGELES—George R. Murdock, former Rock-Ola District Manager in the West and more recently with Nat Schoen in Portland, is now in Yakima, Washington. He has purchased a good share of the music and games operations in Yakima, Cle Elum and Ellensburg and has settled down about as far away from war problems as one can get in the Far West.

"Life is easier here in every way than on the Coast," writes George, "though we do have to recruit our help from among the 'halt, the lame and the blind.' Hunting and fishing are excellent and one can steal enough other foods in this farming community to keep healthy without too much trouble.

"You might be interested in knowing that Dick Murdock (he used to work with me in Southern California when I was operating) is now a First Lieutenant at Fort Benning, Georgia, instructing Officer Candidates in heavy weapons and tank defense. While George, the younger son, is in the Navy and my daughter has left college, U.C.L.A., and gone to work for Douglas Aircraft.

"So the war has pushed my family and me all around the world during its first year and a half. But the whole lot of us are healthy and doing all right in our respective places, though unhappy about being so far apart."

Seeburg Gets "E"

CHICAGO—Four "E" flags—one for each of its Chicago plants—were presented June 18th to the J. P. Seeburg Corporation.

Facilities of the concern have been converted from the manufacture of coin-operated phonographs to aircraft radar equipment and other war products.

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.

3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

BLUEBIRD

4★ 30-0815 The Four Vagabonds
COMIN' IN ON A WING AND A PRAYER (V)
IT CAN'T BE WRONG (V)

A pairing of currently popular numbers with certain appeal. The Four do a good job on the first side treating it first as a slow ballad and then picking up tempo. Background is clever since no musical instruments are used. Second tune falls short of the "A" side but will get by.

3★ 30-0813 Erskine Hawkins
DON'T CRY, BABY (FT VC)
BEAR-MARSH BLUES (FT)

This coupling of a slow ballad and a slower blues number doesn't make for too much entertainment. The band does a fair job of jamming on the second side with Hawkins' hot trumpet featured. Only fair.

CAPITOL

4★ 133 Freddie Slack—Ella Mae Morse
GET ON BOARD LITTLE CHILLUN (FT VC)
OLD ROB ROY (FT VC)

The "Cow Cow Boogie" pair come forth with a new tune by the writers of "Mr. Five By Five" and the piece has considerable merit. Slack bangs the piano while La Morse gives out in a fast-tempoed arrangement. The whole sounds considerably like a negro spiritual with a bit of boogie-woogie added for modernism. Platter-mate is a slower tempoed ditty which permits Miss Morse ample opportunity to showcase her chanting ability. Recommended for phonographs everywhere.

4★ 134 Billy Butterfield—Margaret Whiting
MY IDEAL (FT VC)
WITHOUT LOVE (FT VC)

Don't be afraid of this one. Butterfield was formerly with Artie Shaw and Bob Crosby and is now on the Blue network. First tune is the rave of 1931 when Lee Morse had them in the aisles with her tear-jerking rendition. On this disc Margaret Whiting, daughter of the late composer, does the number, no doubt, as her father would have wanted it done. It's easy listening and a sure cinch for the automatics. Reverse side has another oldie that stacks up fair in comparison.

4★ 135 Six Hits and A Miss
BYE, BYE, BLACKBIRD (V)
TWO ON A BIKE (V)

This modern arrangement of the 1926 hit rates more than casual attention. In its new dress it really is a neat dish for any rialto. Sure fire for the automatic turntables. Group does a knock-out job. Gordon Jenkins ork. backs up. Second side has a novelty that is only fair.

4★ 136 Ceelle Burke
FROM TWILIGHT 'TIL DAWN (FT VC)
LOVELY HANNAH (FT VC)

Two originals by Leon Rene who had Burke record these a year or so ago and which he issued in a very limited number to a selected list on the Coast. "Twilight" is an especially good ballad and will soar to the top under the distribution Capitol is able to give it. On the vocals Three Shades and Four Dreamers do a bang-up job. "B" side has a livelier ballad which holds some interest.

COLUMBIA

No Records Received.

DECCA

4★ 18557 Dick Haymes
IN MY ARMS (V Waltz)
IT CAN'T BE WRONG (FT V)

Dick Haymes, former vocalist for Harry James, Benny Goodman, and many other big-name band favorites ripens into a big-time soloist on this, his first recording, on his own. Making up for the musicians who should be there we find the Song Spinners, the versatile

(See RECORDS, Page 42)

Immediate
RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.

It Pays to Use VICTOR and BLUEBIRD RECORDS

Congratulations to Paul Blackford, the Tenth Anniversary of The Review, and It's 121st Consecutive Issue
—W. E. Simmons

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

"I SEE RICHES FOR YOU

—with these VICTOR and BLUEBIRD hits!"

COMIN' IN ON A WING AND A PRAYER
IT CAN'T BE WRONG
30-0815 *Four Vagabonds*

IT'S ALWAYS YOU
IN THE BLUE OF EVENING
20-1530 *Tommy Dorsey*

LET'S GET LOST
20-1524 *Vaughn Monroe*

DON'T GET AROUND MUCH ANYMORE
26610 *Duke Ellington*

CABIN IN THE SKY *Vaughn Monroe*
TAKING A CHANCE ON LOVE
20-1527 *Sammy Kaye*

THERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE
B-9000 *Elton Britt*

WARSAW CONCERTO
20-1535 *Freddy Martin*

AS TIME GOES BY
20-1526 *Rudy Vallee*

BRAZIL
27702 *Enric Madriguera*

THAT OLD BLACK MAGIC
20-1523 *Glenn Miller*

To help us make new Victor and Bluebird Records, sell your old ones to your distributor!

BUY WAR BONDS EVERY PAY DAY

THE TUNES THAT NAB THE NICKELS ARE ON VICTOR AND BLUEBIRD RECORDS!

"HIS MASTER'S VOICE"

RCA

GET ON BOARD—RECORD BUYERS
WITH THESE FOUR NEW Smash HITS
No. 133 "GET ON BOARD LITTLE CHILLUN" FREDDIE SLACK Orchestra ELLA MAE MORSE Vocal
No. 134 "MY IDEAL" Billy BUTTERFIELD Orchestra MARGARET WHITING Vocal
No. 135 "TWO ON A BIKE" SIX HITS and A MISS Vocal Group
No. 136 "FROM TWILIGHT 'TIL DAWN" CEELLE BURKE Vocals with Orchestra
Capitol RECORDS
CAPITOL LIMITED
3 New Distributing Centers
NATION-WIDE DISTRIBUTION
Now! Write, Wire or Phone
CAPITOL RECORDS DISTRIBUTING COMPANY, Inc.
★ NEW YORK CITY (Entire East Coast)
619 TENTH AVE., NEW YORK CITY 19, N.Y.
Phone LOngacre 3-2087
★ DALLAS (Texas, Oklahoma, Arkansas, Louisiana, New Mexico)
1500 YOUNG STREET, DALLAS 1, TEXAS
Phone Central 8188
★ CHICAGO (Mid-Central States)
322 N. MICHIGAN AVE., CHICAGO 1, ILL.
Phone CALumet 2810
★ HOLLYWOOD (Entire West Coast Area)
1453 VINE ST., HOLLYWOOD 29, CALIF.
Phone HEmpstead 3148
Capitol Records will be distributed from these offices only after July 1, 1943.

RECORDS

(Continued from Page 40)

group who can manipulate their vocal chords to simulate a full orchestra. Haymes' rich baritone with a romantic lilt is certain to click and the thoroughly rhythmic bank provided by the Song Spinners will help it get across for the dancing throngs. Tunes are timely, well arranged, well presented.

4★ 18556 Dick Haymes
YOU'LL NEVER KNOW (V FT)
WAIT FOR ME MARY (V FT)

Haymes' second brace of tunes seems even better than his initial offerings on the records above. Ably assisted by the Song Spinners Haymes is in fine fettle as he sings the Harry Warren and Mack Gordon hit from *Hello, Frisco, Hello.* First side is in slow tempo while the second a revival of an older ditty, is taken at a faster clip. Socko for the automatics.

HIT

4★ 8035 The Korn Kobblers
OH YOU BEAUTIFUL DOLL (N VC)
FIVE FOOT TWO, EYES OF BLUE (N VC)

4★ 8036 The Korn Kobblers
SOMEBODY STOLE MY GAL (N VC)
FLOATING KIDNEY (N VC)

4★ 8037 The Korn Kobblers
WHEN YOU WORE A TULIP (N VC)
TRUMPET BLUES (INST. N.)

3★ 8038 The Korn Kobblers
SHIRT TAIL STOMP (INST. N.)
CHEATIN' ON YOUR BABY (N VC)

Four zany discs comprising Hit Records H109 Album but the records are available separately. This combination of eight faces is titled "Down On The Farm" but the music doesn't exactly fall into that category. True there is plenty of wild variety, muted cornets, wah-wah trumpet, and what have you, but through it all the combination stays in the groove and bats out some very enticing rhythm and all easy listening. Particularly good is the "Trumpet Blues" with its constantly changing tempos and "Shirt Tail Stomp" with its weird arrangements and unusual musical interpolations. Sell the artist on these two discs and plug the tunes on the others. Peg 'em for profits.

OKEH

No Records Received.

MUSICRAFT

No Records Received.

VICTOR

4★ 20-1535 Freddy Martin
FROM TWILIGHT 'TIL DAWN (FT VC)
WARSAW CONCERTO (FT)

The romantic ballad of Leon Rene gets A-1 treatment from the Martin men and it emerges as one of the most beautiful love songs recorded in recent months. Bob Haymes is featured on solo parts. Beautifully done. Sharing the disc is a number taken from the Warsaw Concerto. A haunting melody highlighted by a rhythmic pattern on the piano which crescendos in and out of the orchestration under the skillful fingers of Jack Fina. Good.

4★ 20-1536 Glenn Miller
BLUE RAIN (FT VC)
CARIBBEAN CLIPPER (FT)

A brace of sparkling numbers that show definitely that Captain Miller is right at home in both the swing and sweet departments. First is a ballad with Ray Eberle featured on the vocals. Second is a crackerjack of a dance number with the band swinging out in full style. Excellent.

* * *

Critic—I saw your new play last night and, Pal, you've got something to cackle about.

Author—What do you mean, cackle about?

Critic—Dope, I mean it laid an egg!

Coin Machine "E"

THE REVIEW:

Congratulations to the Coin Machine Review and to Paul Blackford on this their tenth anniversary. We think they have done a fine job and particularly during these last trying months when many of our trade papers gave up for the duration, making our industry look like just another fad that passed in the night. Not Paul Blackford and the Coin Machine Review.

Paul realizes that our industry is an industry and warrants the strong support of an aggressive medium more than ever before—and that is what he has given us—a trade journal full of timely information and clean, healthy advertising.

I know personally, Paul, that you have continuously been on guard against any type of advertising which was misleading or unethical and that you have always been ready and anxious to correct or discontinue any sharp practices by advertisers when in so doing, it may cost you considerable in revenue. This is just another indication of your faith in the stability and the future of our industry.

Looking ahead, Paul, I feel confident that in the months to come, we in the Coin Machine industry will more and more realize and appreciate the value of the service which you have rendered to us and we will, I am sure, find some adequate way of showing our appreciation.

Again congratulations, Paul, and my very best wishes for your continued success.

E. T. Mape Music Co.
(Signed) L. B. McCreary.

CURRENT **HIT** RECORDS

7053 NEVADA—F. T. with vocal refrains — ALLEN MILLER and HIS ORCHESTRA
I HEARD YOU CRIED LAST NIGHT—F. T.
The new Donaldson Ballad coupled with the song in such great demand everywhere.

7054 DON'T WORRY—F. T. from Paramount's film "Salute for Three" — ALLEN MILLER and HIS ORCHESTRA
YOU RHYME WITH EVERYTHING THAT'S BEAUTIFUL—F. T.
with vocal refrains
A new picture tune in the swing manner coupled with a beautiful ballad enjoying great popularity.

7055 IN MY ARMS—Waltz from MGM film "See Here, Private Hargrove" — PETER PIPER and ORCHESTRA
TAKE IT OFF THE "E" STRING—F. T. from Stromberg Film "Lady of Burlesque"
Here are the two smash hits that will be outstanding sellers of the summer of 1943.
They are full of pep and novelty.

ALBUM H104 VIENNA BON BONS
8015 Vienna Bon Bons—The Blue Danube
8016 Emperor's Waltz—Wine, Women and Song
8017 Tales From the Vienna Woods—Vienna Blood
8018 Southern Roses—Voices of Spring

ALBUM No. H102 "CHAUNCEY GRAY As Heard At The El Morocco"
8001 Why Do I Love You—Lover Come Back To Me
8002 The Man I Love—Someone To Watch Over Me
8003 Lovely To Look At—Easter Parade
8004 Summertime—I Guess I'll Have To Change My Plans

ALBUM H103 "U.S.A."
8011 Anchors Aweigh—Army Air Corps Song
8012 The Caissons Go Rolling Along—America The Beautiful
8013 The Marines' Hymn—America
8014 Semper Paratus—The Star Spangled Banner

ALBUM No. H101—Frank Froeba Plays
8005 After You've Gone—Twelfth Street Rag
8006 The One I Love Belongs To Somebody Else—Stumbling
8007 Hindustan—Lorraine
8008 A Lover's Lullaby & Sunrise Serenade—Estelle

The Nation's Song Leaders are now found on HIT Records. If It's a HIT you will find it on HIT RECORDS.

J. N. CEAZAN COMPANY

So. Calif. Distributors for HIT—ELITE and CONCERTONE RECORDS

1700 S. Figueroa Street — PRospect 5401 — Los Angeles, Calif.

REVIEW MUSICAL POPULARITY POLL

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

JULY, 1943

On Phonographs—

1. Don't Get Around Much Anymore
2. As Time Goes By
3. Let's Get Lost
4. Johnny Zero
5. It Can't Be Wrong
6. Comin' In On A Wing and A Prayer
7. All or Nothing At All
8. Taking A Chance On Love
9. In the Blue of Evening
10. I've Heard That Song Before

On Radio—

1. As Time Goes By
2. All or Nothing At All
3. Don't Get Around Much Anymore
4. Comin' In On A Wing and A Prayer
5. In My Arms
6. I Never Mention Your Name
7. In the Blue of Evening
8. Johnny Zero
9. I Heard You Cry Last Night
10. Oklahoma

Best Selling Sheet Music—

1. Comin' In On A Wing and A Prayer (Robbins)
2. As Time Goes By (Harms)
3. Don't Get Around Much Anymore (Robbins)
4. You'll Never Know (Bregman Vocco & Conn)
5. It Can't Be Wrong (Harms)
6. Let's Get Lost (Paramount)
7. In the Blue of Evening (Shapiro-Bernstein)
8. Johnny Zero (Santly-Joy)
9. It's Always You (Famous)
10. In My Arms (Pacific)

Wot's it gonna be—cash, credit or craps!

Best Selling Records—

1. It Can't Be Wrong (Haymes-Song Spinners) Decca 18557
2. Comin' In On A Wing and A Prayer (Song Spinners) Decca 18553
3. Don't Get Around Much Anymore (Ink Spots) Decca 18503
4. In the Blue of Evening (Tommy Dorsey) Victor 20-1530
5. All or Nothing At All (Sinatra-James) Columbia 35587
6. Don't Get Around Much Anymore (Duke Ellington) Victor 26610
7. Johnny Zero (Song Spinners) Decca 18553

TURN PAGE

WURLITZER PHONOGRAPHS

WHILE THEY LAST

MODELS
950s - 700s - 600s - 71s - 41s

Al Sebring

ONE BALLS

FREE PLAYS
Longacre
Kentucky
Long Shot
Club Trophy
Jockey Club
Sport King

'41 Derby
Grandstand
Hawthorne

PAYOUTS
Pimlico
Skylark
Gold Cup

ARCADE EQUIPMENT
Rapid Fire
Lucky Strike
West. Baseballs
Ten Strikes

Shoot-the-Chute
ABT Challengers
ABT Game Hunters
ABT Red-White-Bl.

SLOTS AND CONSOLES
Club Bells
Mills 4 Bells
Sugar King
Jumbo Parades
Jenn. Totalizers
Evans Dominoes

Cherry Bells
Melon Bells
Blue Fronts
Pace Comet
Jenn. Chiefs
War Eagles

FIVE BALL FREE PLAYS

GRAND CANYON ACTION
Belle Hop
Topic
Miami Beach

5-10-20 MIDWAY
Champ
High Hat
Sea Hawk

ARIZONA SECOND FRONT
Duet
Horoscope
Slugger

SHANGRI-LA SANTA FE
Four Roses
Majors '41
Southpaw

Write, Wire or Phone for Complete List and Prices

BELL PRODUCTS CO.

2000 N. OAKLEY — CHICAGO, ILL.

8. Taking A Chance On Love (Benny Goodman) Columbia 35869
9. Velvet Moon (Harry James) Columbia 36672
10. As Time Goes By (Jacques Renard) Brunswick 6205

On Wired Music—

1. All or Nothing At All
2. Johnny Zero
3. In the Blue of Evening
4. As Time Goes By
5. Comin' In On A Wing and A Prayer
6. Don't Get Around Much Anymore
7. It Can't Be Wrong
8. You'll Never Know
9. Velvet Moon
10. I've Heard That Song Before

Lucky Strike Hit Parade—

(July 17)

1. Comin' In On A Wing and A Prayer
2. You'll Never Know
3. In The Blue of Evening
4. It Can't Be Wrong
5. All or Nothing At All
6. As Time Goes By
7. Let's Get Lost
8. In My Arms
9. Johnny Zero
10. People Will Say We're In Love

Sepia Hit Parade—

Top tunes in colored spots, supplied at press time by Otis Rene of Excelsior Records for exclusive publication in THE REVIEW.

1. Rusty Dusty (Count Basie) Columbia
2. Boogie Woogie (Tommy Dorsey) Victor
3. S. K. Blues (Saunders King) Rhythm
4. Worried Life (Bill Maceo) Bluebird
5. Dont Get Around Much Anymore (Duke Ellington) Victor
6. Taking A Chance On Love (Ella Fitzgerald) Decca
7. I Can't Stand Losing You (Ink Spots) Decca
8. At Least You Could Save Me A Dream (Herb Jeffries) Excelsior
9. Hey Lawdy Mama (Andy Kirk) Decca
10. I've Heard That Song Before (Harry James) Columbia
11. All For You (King Cole Trio) Excelsior
12. I'm Going to Pull My Hair (Cats and the Fiddle) Bluebird

PARTY RECORDS!!

. . . The kind which keep Coin Machines lit long and often. SPICY?—Yes! . . . even slightly on the naughty side—but never offensive.

NEW CATALOGUE INCLUDES SUCH NUMBERS AS:

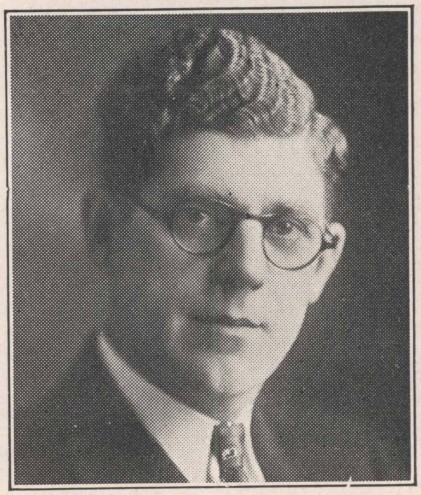
- CAVIAR COMES FROM VIRGIN STURGEON
- SHE'S A VIRGIN ON THE VERGE
- THE MAN WITH THE CRYSTAL BALL
- IT'S BETTER THAN TAKING IN WASHING
- THE BLUSHING BRIDE—HIS FANNY
- SHE'S TICKLED WITH THE GENTLEMAN'S FANCY
- IS IT TRUE ABOUT CHINESE WOMEN?
- DIRTY GERTIE GLYNN
- A BASSETT TO THE END
- GLADYS ISN'T GRATIS ANY MORE
- FANNY NEVER WILL COME OUT ON TOP
- SHAKE YOUR CAN!
- SHE LOST IT!
- I WON'T GIVE IT AWAY
- MY LOVIN' CONDUCTOR

SEND FOR COMPLETE CATALOGUE

(Some Distributor Territory Still Available)

MUSICRAFT CORPORATION

40 West 46th St. New York 19, N. Y.



H. R. Maser

Maser Has Huge Stock

SAN FRANCISCO—Boasting of the largest stock of new and used equipment on the Coast and with a goal of a $100,000 stock almost in sight, the H. R. Maser Music Co. is enjoying a nice business from the operators of the West. Presided over by H. R. (Hank) Maser, pioneer in the Coin Machine Field, the company caught on immediately and old friends Maser had served in years past when he was the Pace Manufacturing Co. representative deluged him with orders.

Maser has just returned from the middle West and East where he spent over three weeks on an extensive buying trip.

"It's mighty nice to be back in the harness again," says Hank, "and it's a great feeling to have so many old friends drop by, wish us well, and make it mean just that with substantial orders for equipment. We're pretty proud of the wide variety of machines now in stock and we intend to maintain a diversified stock, including repair parts, phonograph needles, supplies, etc."

James Platter Record

NEW YORK—*I Heard That Song Before*, Harry James Columbia record, has sold more than 1,250,000 discs, not only the peak platter in the career of the nation's number one trumpeter, but the all-time best-seller for Columbia.

This is the third record of James to pass the million mark. Others were *You Made Me Love You* and *Velvet Moon*.

Timely and Interesting

THE REVIEW:

I would like to take this opportunity of joining with Mr. Capehart in personally congratulating you for such an outstanding job in the publishing field.

Your magazine has been timely, interesting and very informative for the entire trade. Keep up the good work because the Industry certainly needs you in the type of work you are doing.

DON KENNEDY,
Packard Manufacturing Corp.

* * *

"What did the old rose say to the young rose?"

"I can't guess."

"Hi, bud!"

* * *

"I'm warning you. Keep away from Margie. She kisses every son-of-a-gun and his brother."

"Well, I'm a son-of-a-gun!"

Cash in
ON THE MOST PROFITABLE MONTHS for AUTOMATIC MUSIC with

EXCELSIOR PROVEN HITS!

ORDER THESE NOW:

Herb "Flamingo" Jeffries singing
"AT LEAST YOU COULD SAVE ME A DREAM"
No. 00100
The Eddie Beal Trio on the instrumental

●

"STRING FOO-LOSOPHY"
No. 00101

The Sensational King Cole Trio on a solid hit—
"ALL FOR YOU"
No. 00103

●

and the novelty Jive jump
"VOM—VIM—VEEDLE"
No. 00102

YOU CAN'T GO WRONG ON THESE MONEY MAKERS! BUY NOW!

EXCELSIOR RECORD CO. 3661 SOUTH GRAMERCY PLACE LOS ANGELES, CALIF. ● RO. 8375

MAN-EATER

(Continued from Page 27)

is that the *'tiger'* might bite through the lines, but that's improbable. With a knife, I'm safe enough!"

My partner gawked.

Satisfied that the air-pumps were now going smoothly I put on the weights.

"Everything's clear," said my partner as he put my helmet on for me. "Not a sign of sharks and no fish about to draw 'em."

He gave my helmet the eighth turn that fastened it, and locked it there. The face-plate slammed shut and was locked. The air-pumps were now clicking evenly, two men at them, natives. I went down the Jacob's ladder into the water, took over the weighted line and went down fast.

Too much air; I shoved my head abruptly against the cock of the escape valve and let some out.

Down and down I went, swiftly. Details were distinct and not foggy. The water was most clear. The fish that flittered away before my descent were clear cut, of all shapes and hues, moving slowly about or darting here and there quickly. A large octopus went scurrying in front of me shooting itself along with its powerful suction-pump at an incredible speed.

Then the bottom appeared. I stood there in astonishment. I was in the midst of coral formations, and the novel beauty of it hit me like a sudden blow. It was like a sort of fairyland, strange and fascinating — the whole scene down there had an eerie, unnatural quality and beauty.

I signaled down, and soon came back the signal of all well.

There was a heavy current which swept along this great submerged wall and sea of rock and coral formations and pinnacles. There was light enough down there, and the coral took on all the colors of the rainbow. The sun's rays, shooting down from the surface produced effects like those of the stage, where powerful lights of different tints transform the scenery; and there was a glitter where they pierced the moving water.

My real fear was giant morays, for these viscious eels are worse than sharks by a good deal, and sometimes over ten feet in length armed with wicked sharp teeth. The giant clam, too, is a trap for the unwary diver. These monsters grow to a size of three or four feet across, weighing the better part of a ton; they are heavily crusted over with sea growths, and a diver's foot may slip right between the valves unawares; they clamp together with crushing force, and the luckless diver is in a bear trap at the bottom of the ocean. A diver by himself grabs his big knife and tries to reach the hinge; if that fails, the one chance is to hack one's leg off.

However, not seeing any signs of these deep-sea creatures, confidence began to grow, and I started out bodily, the craft above shifting its position as I advanced.

As I was working in a hundred and seventy feet—the lead had told me this—I had at the outside thirty minutes in which to stay down—less if possible. I could stay an hour if I wanted, but this would mean an ascent of over two hours, with stops at eight different stages, and big chances at that. If I remained only twenty minutes, I must take nearly an hour in the ascent. And this was figured from my entering the water, not from when I reached the bottom. My partner, watch in hand, would signal me every fifteen minutes.

To work on the unobstructed clear floor was a rare privilege, a diver's paradise; it's the sort of thing a diver dreams about which seldom happens. All I wanted now was to locate the wreck of the *Santa Paula.*

There were great masses of Algae and other marine growth, protected from the current by the formations and rocks, and much sand was thereabouts. The bottom sloped rather steeply just there and I was crawling around some overhanging rocks, searching this way and that for some tangible signs of this treasure-laden hulk's remains.

It was then that I discovered the *Santa Paula!*

I was crawling very slowly, somewhat bewildered by the flood of new impressions which all these sights brought to my mind, when I stopped short, gazing ahead incredulously. Working to the left along the face

(See MAN-EATER, Page 50)

PEERLESS MEXICAN RECORDS

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COSAS DE AYER	Bolero		
Tuya	Bolero		*Genaro Salinas*
NO LLORES CORAZON	Bolero		
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Vete Por Favor	Bolero		*Toña La Negra*
LA SOLDADERA	Cancion-Ranchera		
El Zarape Nacional			*La Torcasita con Mariachi*
JUGUE AL OLVIDO	Bolero		
Muchas Gracias	Bolero		*Manolita Arriola*
NOCHES ETERNAS	Corrido		
Los Laureles	Corrido		*Martin y Eloisa con Mariachi*
LOS ALBANILES	Corrido		Martin y Malena
Rosita Albirez	Corrido		con Mariachi
AMOR CON AMOR SE PAGA		Cancion	*Martin y Malena*
Las Dos Huastecas		Cancion	*con Mariachi*
SE MUY BIEN QUE VENDRAS		Bolero	
Te Quieres Ir		Bolero	*Toña La Negra*
PAGAR ES CORRESPONDER		Bolero	
Donde Estas		Bolero	*Miguel Acenes Mejia*
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Asi Se Quiere En Jalisco		Cancion	*Manolita Arriola*
YO SOY MEXICANO	Cancion		
Esos Altos De Jalisco	Cancion		*Renato Lopez con Mariachi*
A LA GUERRA ME LLEVAN		Corrido	*Martin y Eloisa*
La Modesta		Corrido	*con Mariachi*
HASTA LA TUMBA	Cancion		*Martin y Eloisa*
La Traicionera	Cancion		*con Mariachi*
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Consider, for a moment, other methods being pursued. At a lower price others are offering a resharpening service. ALL of the needles sent in are generally resharpened and at least 25% of those returned to you are nothing more than ground and re-pointed shanks which will tear your records to pieces before you know they are no good.

Here's a convincing set of figures showing why the BENNETT WAY is the RIGHT WAY:

INFERIOR METHOD: 1000 needles repointed (including the 25% which would ordinarily be rejected) @ .09	$ 90.00
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Total Cost of Lesson for Using method	$172.50
THE BENNETT METHOD: 750 needles out of 1000 re-pointed and refinished (rejects returned) @ .15	$112.50
Minimum Saving to Operator by using the Bennett efficient precision repointing service	$ 60.00

LET US TELL YOU MORE!

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ALPHA DISTRIBUTING COMPANY
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HOLLYWOOD

JACK GUTSHALL DISTRIBUTING CO.
1870 W. WASHINGTON BLVD.
LOS ANGELES

A group of Bally workers who gathered to hear Lt. Col. I. F. MacAlpine (kilted officer in center) describe Commando capture of Algiers.

OPERATOR'S PLACE

(Continued from Page 15)

ers of merchandising machines, all to the direct benefit of operators.

During this war machines have been adopted by outlets that formerly were not considered prospects for locations. Many more new types of locations for machines will be developed in the future. Road stands, gas stations, and other types of enterprises that have been forced to close during the war will once again take their place in the new American life and will probably multiply. More and more people are recognizing the importance and merit of automatic merchandising. When "Johnny comes marching home again" our industry will put him to work—mechanics, servicemen, repair men, assemblers, draftsmen, clerks, salesmen and many new operators.

The operator has a definite place in the present American life. He will have an even more vital part in the American life of the future.

Philip Morris Net Down

NEW YORK—Net sales of Philip Morris & Co. in the fiscal year ended March 31 rose 25 per cent to $141,046,615 from $112,309,839 in the preceding year but higher prices for tobacco and increased taxes whittled its net income by 11 per cent, the company announced June 23rd.

Net income amounted to $6,930,933, equal after dividend requirements on two preferred series, to $6.12 a share on the common stock. This compares with a net of $7,784,135, or $8.00 a share, on the common outstanding in the preceding year.

Recuperator Spreads

HOLLYWOOD—C. I. Togstad Co., Kokomo, Ind., a large mail order organization, has taken on the Recuperator Long Life Battery Service and will distribute it in the future through its various outlets, according to W. E. Simmons, Recuperator head.

Another large mail order house adding Recuperator to their line is the Spors Importing Co., La Center, Minn.

Outstanding Job

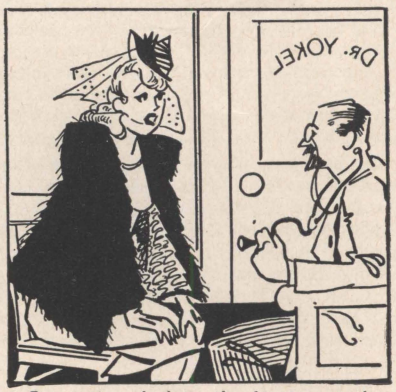
THE REVIEW:

You are doing an outstanding job in publishing your magazine in these war times. Ever since I placed my first advertising in THE REVIEW, at its inception, I have respected your policy and the job you have done.

(Signed) Paul Bennett.

* * *

We know a mean man who, when his wife asks him to buy her a car, tells her that she must be contented with the splendid carriage nature gave her.



Every time I date the Lieutenant, he wants to know if I'm hiding any Military secrets!

THOUGHTS

(Continued from Page 11)

this war is over, and that will give the lead to equipment providing service and merchandise. Tear this out and file it away, if you want to, so you can tell me what you think if this proves to be wrong.

Just two other things: As I see it, the industry will never again have such lush days of high prosperity as it had at one time, but it will be a steady, dependable, respected way of earning a living. And I don't look for a wholesale flocking in of new blood after the war. At least the soldiers aren't thinking about going into the coin machine business when it's over, over there. They're expecting, generally, to go right back where they came from. It will take a major upset in a number of fields of production of goods to divert manpower into operating. For the most part they'll be content to do the thing they already know, and to be your customers.

As a soldier, I've been stationed in three spots—in Sacramento, California, in New York City, and now here in Louisiana. Everywhere I've found coin machines. In the camp near Sacramento I was mad at the phonograph business. In the Post Exchange a phonograph was set up not five feet away from the telephone booths, and no one could hold a satisfactory conversation with his girl friend, near or far. Down here I'm mad at the cigarette machines in the Service Club, but that's because of the high tax on cigarettes. (The Coca-Cola Company certainly has a gold mine in its vendors, down here, by the way, because of the weather.) In New York I wasn't mad at anyone, and I saw nothing to complain of in the coin machine field, outside, perhaps, of shortages of gum and candy bars —understandable enough—in vending machines. Of course the soldiers aren't "in the dough," unless they've been lucky in a poker game, but there ought to be enough of them to make operations in and near camps, a reasonably profitable thing. Anyhow, you know about that.

What am I doing? Why, thanks for asking. It's a job of writing, connected with training and with public relations. And, just like all the rest of the men (and women) in the service, I'm anxious to get this affair over with, so I can get back and be your customer once more. Until that time, keep 'em rolling!

Johnson Has Park

SAN ANTONIO—James E. Johnson, former coin-operated amusement machine manufacturer and head of Western Products, Inc., Chicago, is the owner and operator of the new Playland Park in San Antonio.

Playland is one of the finest amusement resorts in the Southwest and operates with a free gate and presents free vaudeville attractions each night.

Park has 13 rides and 30 concessions. A ballroom, roller rink and a swimming pool will shortly be opened.

Johnson reports the Park is doing a capacity business at its location a mile from the heart of the city.

* * *

Mother: You naughty boy! You've been fighting!

Little Son: No, mother.

Mother: How did your clothes get torn and your face get scratched?

Little Son: I was trying to keep a bad boy from hurting a good little boy.

Mother: That was noble. Who was the good little boy?

Little Son: Me.

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Here is a partial listing of equipment available for immediate delivery at publication date:

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4 ENVOYS, E. S.	WRITE
6 ENVOYS, R.C.	WRITE
3 MAJORS, R. C.	WRITE
3 8800, R. C.	WRITE
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2 REGALS	WRITE
1 MAYFAIR	WRITE
5c WALL-O-MATIC Boxes	WRITE
5-10-25c BAR-O-MATIC Boxes	WRITE

CONSOLES, SLOTS, ETC.

2 BALLY CLUB BELLS (Used)	$225.00
3 JUMBO PARADES, C. P., reconditioned	169.50
3 HIGH HANDS, F. P. Comb.	129.50
2 PACES REELS, C. P., (1940 with rails)	149.50
2 SARATOGAS, C. P.	89.50
3 BALLY BIG TOPS, C. P.	99.50
40 Misc. Counter Games, ea.	5.00
3 ROMAN HEAD MILLS 5c, refinished	139.50
1 5c MILLS BLUE FRONT, refinished	149.50
1 10c MILLS BLUE FRONT, refinished	169.50

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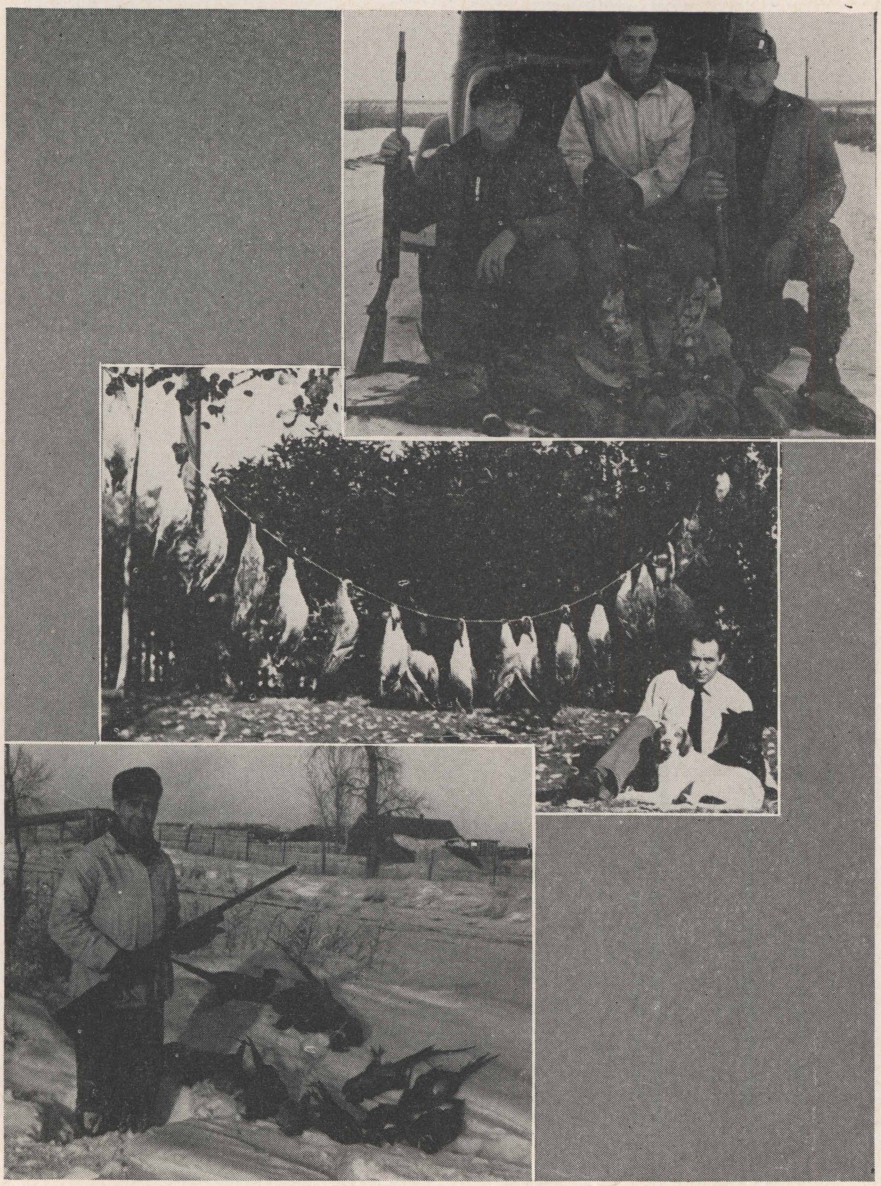

Parr Hopes for Early Return of Pre-War Hunting Days

LOS ANGELES—"Those were the good old days," declared Bud Parr, head of General Music Co., Los Angeles and San Francisco, as this REVIEW reporter sat with him in his Los Angeles office a day last week and went over a group of hunting pictures taken in various parts of the country. In one picture was a flock of ducks. Next picture showed a record catch of fish; and the third picture a beautiful assortment of pheasants. On and on through the stack we went and even found one of Bud astride a dead elephant but a lump came in our throat as we tried to mutter: "How, why, when, where!"

"Yes," continued Bud, "those WERE the good old days, but now our ammunition is needed for more important things and it is my hope, as well as that of every other man in this Industry, that before very long the job will be finished once and for all time.

"Look at this shot," Bud added. "This one (top, above) was taken back in South Dakota not far from Aberdeen. The two other chaps are the United States Marshall and the County Sheriff. It was a snappy morning when we set out in search of that nice bunch of pheasants at our feet, but we found them and we had pheasant, roasted, broiled, baked, in pie and hash and half a dozen other ways for several days.

"This one (center, above) shows a string of ducks I bagged at the Los Angeles Athletic Club's range not far from Bakersfield. A nice early morning's shooting. My two dogs are experts on retrieving and were as proud as I when the birds were strung up.

"This picture (bottom, above) shows it doesn't take three men to get a nice bunch of pheasants. I shot this fourteen up where the snow is really deep in the Dakotas. There's something mighty bracing about an early morning takeoff across the prairie in search of the elusive pheasant and when one shows there's no time to play around with your gun.

"Yes, indeed," Bud concluded, "those were the days and their early return will certainly be welcomed by all of us."

To which we nodded yes, gulped again about the elephant picture, and sauntered out of his inner sanctum sanctorum.

Petrillo Still Stubborn

NEW YORK—The Petrillo ban on recordings has taken a new and most important turn. The electrical transcription companies have referred to the Conciliation Service of the Department of Labor a demand which makes the Petrillo dispute significant not only to the broadcasting industry but to the American citizen.

The latest demand of James C. Petrillo, AFM prexy, on the transcription companies is "that the manufacturers of transcriptions agree that they will prevent transcriptions from being used by any person who does not employ a quota of union musicians satisfactory to the A. F. of M."

Translating this into terms of the sewing machine, it means that no one should be allowed to buy or use a sewing machine commercially who does not employ a quota of hand seamstresses satisfactory to a union; in terms of the automobile, no one should be allowed to use a truck who does not support a quota of livery stable employees satisfactory to a union.

It is hoped that if conciliation fails, the matter will be certified to the War Labor Board for prompt attention. This phase of the Petrillo matters affects the transcription industry only and not the phonograph record industry.

On June 23 seven transcription firms charged Petrillo had refused a Federal Conciliation Service request to set a date to meet with them. The charge was made by A. Walter Socolow, attorney for the companies involved.

The next move is up to the Government.

* * *

Bill: If a hen laid an orange, what would her chickens say?

Joe: I don't know; what would they say?

Bill: Oh, look at the orange marma-lade.

YOUR CHOICE—ONLY $39.50 EACH!

While limited quantities last, take your choice of these splendid 5 Ball Free Play Games at the low price of only $39.50 each—All American—Broadcast—Big Chief—Big Time—Crystal—Flicker—Hold Over—Mystic—Sparky—School Days—Sport Parade—Super Six—Thriller—Zombie!!!

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★ Mills Genuine 4-Bell Cabinets, Complete with Top $27.50
★ Complete Conversion for Your Keeney Anti-Aircraft Gun—"Kill the Jap," only $4.95
1c Exhibit Card Vender (Ideal Metal) $15.00

★ LARGE STOCK OF SUPERIOR PUNCH BOARDS—Write for Prices.
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★ Glasses for Mills 4 Bells. ★ Club Handles for Mills Slots.
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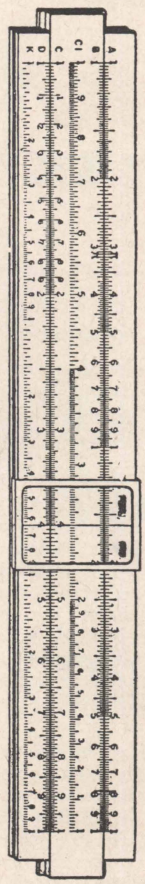
. . . when an engineer designs a bridge he figures out just how strong each piece of steel should be to support the weight that particular piece must carry—then instead of specifying merely that strength, he specifies a strength 15 times as great!

. . . that's for safety's sake to take care of unforseen emergencies!



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EVERYBODY

Today we are glad we refused to give in to that "Cheapen It" pressure and we know every operator of PHOTOMATICS, SKYFIGHTERS,—yes, and even of 30 year old Mutoscopes—is glad too that we put that extra "Factor of Safety" into Mutoscope Machines.

The Skills we have developed in doing War Work since 1941, and the new machinery we have invested in, will be evident in the new MUTOSCOPE Quality Products that will be offered to you after the War is over!

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CHICAGO 12, ILLINOIS

MAN-EATER

(Continued From Page 45)

of a sort of precipice, I discerned a shadowy mass, like a cluster of enormous rocks, and approached it. This was exactly what it was —several huge fragments of rock. And among them, reaching far up into the depths of my green heaven, was the wreck!

There, held high on the rock fragments, was the whole forward part of the hulk of the *Santa Paula*. She had broken in two just abaft midships. The huge teakwood timbers of her stern portion, however, lay right before me, no larger than one of the rocks beyond. And for a ship's hulk which had lain some two hundred or more years on the floor of the sea, she was exceptionally well preserved—what there was left of her.

After having examined the situation quickly, I had just finished my job of placing the explosive charges, had clambered off the old timer, and was just starting toward my line when I paused suddenly and looked upward. I was watching the upper water sharply, and through the top light I saw something dark overhead. A streak that moved lazily, huge in size, and which gave my lines a flick.

It was a 'tiger' shark!

To me below, he looked enormous.

Getting out my knife, I stood ready. The shark did not come down to me right at the moment. He was curious about my lines, and flickered around them, then was gone with a tremendous rush. The single glance which I had had of him had been enough to send a chill to my backbone.

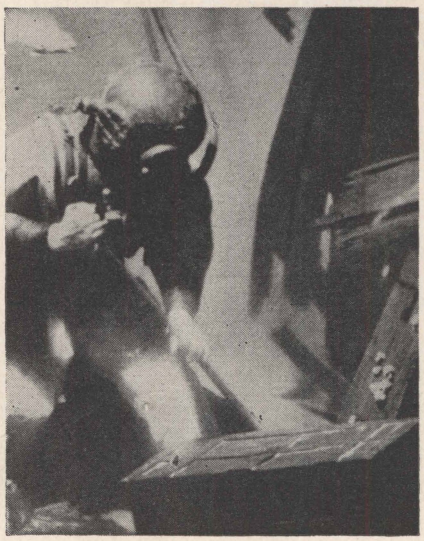
"Trouble on the way up, eh?" I thought.

I slipped like an eel behind a rock, into an opening—the whole underwater region is full of such crevices—many of them immense in their size—where there wouldn't be room for him to navigate if he came back again.

Suddenly, down through the water, straight as a plummet, was dropping something large and fairly active, to judge from its speed. What it was I could not make out for the best of reasons. I had no time. Then came a rush of water, the swift flicker of a long shape overhead—then the shark had come and gone. He had, however, gobbled that huge falling object with one snap of his great jaws, taken it on the wing, so to speak, and was off again out of sight.

"Damn it," I said to myself, "that's funny."

This huge "tiger" of the sea was at least eighteen or nineteen feet long, and he looked an ugly customer, quick as a cat, driving swiftly with his blade-shaped tail, and showing that wicked slit of a mouth. Believing that he had gone for good, I stepped again cautiously out into the open. On the instant he was back and made another vicious drive at me.



Prying open the ancient lock on a strong box of the "Santa Paula" was not the easiest thing to do under water; especially when an eighteen foot tiger of the sea was curious too.

I'd never seen a shark act that way before. "By God!" I thought. "This is past a joke."

I'd never been attacked before, and this beast was playing a game where he knew the rules and I didn't. This creature could chop off a diver's head, helmet and all, as if it were nothing; and swallow it, too, for he was huge enough to take down most anything. Those triangular cutting blades, with their serrated edges, slash like razors when clamped down with such power as a shark's jaw muscles possess.

I lay hidden for quite a while. Stretching out and peering around, I could see nothing of the creature. So at last I started to climb over this overhanging shoulder, expecting, as soon as I knew everything was clear, to signal I was coming up.

Just as I straightened up, standing on the crest of this coral shoulder, I had a glimpse, through the edge of the face glass, of a big object plunging down at me. At the same instant it seemed he was fairly on top of me.

I was enraged at being haunted in this fashion.

My right hand shot out in front of him, my left was ready clutching the knife. The shark kept coming fast. My right hand almost touched the upper part of the brute's snout. It snapped as he made his swoop at me. In a flash I was out of the way of that deadly lunge, my right hand sliding along the back of the shark until it touched the dorsal fin. My left hand clutching the knife drove the keen blade into the creature's underside with all my force, just as he veered to avoid rushing into the huge coral and rock shoulder. The long blade of the big knife ripped the brute from the center of his white belly—clean down to the tail!

The huge creature gushed blood!

He leaped and plunged like a runaway horse, behaved like a savage working himself up in a war dance, like a torpedo. He

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on its

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literally tore himself to pieces at the sight of his own blood!

It was a satisfaction to feel my knife go home to its full length, for the shark was now so mutilated that it became only a matter of minutes before he would be dead.

I signaled to be drawn up.

On that ascent of an hour I had plenty of time to think. I was quite agreed on one point: that I would never be nearer death and come back to tell about it. But as I shot to the surface in stages, I could have sworn my legs reached all the way back to the bottom. I couldn't drag them up fast enough, expecting every instant to feel those terrific jaws clamp on me in this helpless position.

At last I broke water, groped for the Jacob's ladder and emerged in the sunlight. My partner gave me a hand over the rail. He loosened the nut on my face plate and swung it open.

"All right?" he queried, his features pale and anxious.

"Sure," I returned.

He grabbed for the helmet, threw off the lock, and the next moment my head was free. He was helping me off with my belt-weights and suit, when he asked:

"What happened down there?"

I related to him about my finding the wreck and also the encounter with the shark.

I then found myself nervous, and growing more outraged and angry the more I thought of the incident. The realization of how close my call had been upset me a bit, but I ate my delayed meal, and soon shook off the anxiety.

Later, we made further salvage operations on the rotting hulk of the craft which I had found. After several days' effort we managed to salvage one small chest which contained approximately $60,000 in hundreds of metal discs—roughly octagonal, heavy slugs, irregular round pieces-of-eight, a golden doubloon here and there, brown and discolored but gleaming yellow when the patina of the years had been scratched away. Each was fresh as the day it was minted and bore various mint marks.

The balance of the *Santa Paula's* treasure still remains on the bottom and some of these days I again expect to make another attempt to recover more of it. But for that period I had had enough excitement to hold me for several months—my encounter with the "tiger of the sea" gave me much to think about.

Kaplan Makes Jaunt

LOS ANGELES—Harry Kaplan, head of the Southwestern Vending Machine Co., is back in Los Angeles from a ten day buying and selling trip which took him to San Francisco, Stockton, Sacramento, and way points.

"It's not a question of selling any more," said Harry, "the boys greeted me with open arms and the query of 'what have you got to sell.' Fortunately we carry the largest stock on the Coast so some nice orders were booked. Then too I found some operators willing to part with some of their equipment because of pending military service and other reasons, so the trip just about balanced itself on the flow of equipment."

The Southwestern is featuring a portable flame-arc welder which plugs into any outlet and requires no special wiring. The unit is ideal for welding, fusing, melting, thawing, heating, bending and cutting and operators are finding it a valuable piece of equipment as attached by the flood of orders coming in.

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NEW SUBJECTS ADDED WEEKLY *with* HIT TUNES—NEW STARS

For Full Details Write

SOUNDIES
DISTRIBUTING CORPORATION OF AMERICA, Inc.
209 WEST JACKSON BOULEVARD
CHICAGO, ILLINOIS

Plea for Scrap

LOS ANGELES—"The Japs have just about all the new shellac in the world. The Army and Navy needs the precious little supply America does have on hand, and naturally they come first, so in the future we're playing ball with the customers who turn in scrap for reclaiming," states Mose Katzev of the J. N. Ceazan Co., Hit record distributors.

"The only way new records can be made is with shellac reclaimed from old discs. So it stands to reason that record makers are going to—and have to—favor the people who keep them in business. Obviously we must do the same so we ask operators to turn in as much scrap as possible just as often as possible. Hit records have brought the operators the outstanding popular tunes during the current recording drought and they rate a break from you," concluded Katzev.

Seems Like Home

PHILADELPHIA—In a series of articles just concluded in Collier's, Captain Ted W. Lawson gave a graphic account of the bombing of Tokio and the escape of the brave Americans who got to China and eventually home.

It was a long, hard journey made by every known type of moving equipment but it was not until Lawson reached Trinidad that he began to feel like he was returning to civilization for there "we had not only cold cokes but slot machines, just as ornery as the ones in the States."

* * *

Wanted: A handsome young man to push a baby carriage, by a young lady, matrimonially inclined.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

William Happel of Badger Sales visited William Nathanson in his new Chinatown Arcade to congratulate him on the spot. A good share of the equipment was supplied by Badger Sales. The two are posing beside one of the photos comprising a gallery of prominents who have made the Coin Machine Industry what it is today.

Men Facing Death Are Hungry For Good Music

SOMEWHERE on the vast floor of the North Atlantic, deep in the flame-scarred ruin of a torpedoed tanker, lies a Victor album —a phonograph recording of the Kalinnikoff Symphony in G Minor—which during the ill-fated tanker's last voyages proved the hunger for music known to men faced with danger and death.

The part played by that particular record of a little-known symphony, which was part of a $700 collection of records lost when the tanker was sunk, was told recently by Lieut. Franklin Miner, armed guard commander of a Navy gun crew aboard the tanker, following his dramatic rescue.

Any apparent inconsistency between the Kalinnikoff Symphony and a tanker dodging U-boats in the Atlantic is explained by the fact that Lieut. Miner was, before entering the Navy, manager of the Indianapolis Symphony Orchestra which recorded this work.

On leave while awaiting assignment to another ship, Lieut. Miner related how he took with him, almost surreptitiously, a battered USO phonograph and a few recordings of the Indianapolis Orchestra, given to him by its conductor Fabien Sevitzky. In the lot was the Kalinnikoff work. The gun crew of 28, which he commanded, had next to no interest in music besides dance tunes and jazz.

During the voyage he started concerts of recorded music, mostly for himself, he says, but he invited his men to attend, if they felt like it. Before long, they were drifting in by twos and threes. The gunner's mate held out for six months, then slipped in.

Constant playing of the Kalinnikoff Symphony soon had its effect. The men heard it so often that even the least music-minded was able to cue in individual instruments, a feat that many a prominent maestro might envy.

Back in New York again after the voyage, Lieut. Miner told the story to friends and it soon got around. A generous woman thought he ought to have a fine phonograph, and contributed one. Walter Toscanini, son of the famous maestro, contributed some of his father's albums. Others sent along cartons of single discs and albums. By the time his ship set sail for North Africa, he says, he had a record library worth $700. His programs aboard ship were always well-attended and he was able to play request numbers. Tschaikowsky, he relates, was most popular with the men, but before the boat reached its destination it had been nudged out by the Toscanini-Heifetz recording of the Beethoven Violin Concerto.

"The gun crew," he laughs, "were now displaying their newly acquired discrimination in music."

At one port, Lieut. Miner's gun crew was changed. He found himself right back where he had started. The crew frankly admitted they would prefer to spend their time in the brig than listening to his brand of music. Again he continued to give his record concerts, welcoming any of the men who showed up. But there isn't much to do in off-duty hours and radio listening for pleasure is out of the question. It was a matter of breaking down their pre-conceived prejudices against long-hair music, explains Lieut. Miner. And this gradually took place.

"The men had dance music and boogie woogie," he says, "but gradually Beethoven won out."

One dark night, shortly after a record concert, a torpedo struck and the ship began to go down. Five seconds later a second torpedo hit the aviation gasoline and the ship burst into flames. The order to abandon ship was given and the men scrambled into rafts and lifeboats, but not before the radio operator got off an S.O.S.

The lieutenant managed to swim to a raft before the surface of the water became a flaming torch. The submarine did not surface and Lieut. Miner believes the nature of the cargo kept it away. Five hours later, in response to the S.O.S., a U.S. bomber sighted them and radioed their position. It hovered over them as protection until a rescue ship picked them up. They were brought to Puerto Rico.

The $700 record library is on the bottom of the Atlantic, but a number of Navy men are converted to good music. And there'll be a good deal more, thanks to Lieut. Miner's efforts. Unfortunately, the lieutenant, as good as are his intentions, is hardly in a position to bring the finest in music to gun crews on all the seven seas, to fighting men overseas or in our far-flung outposts, and to the men in isolated training camps and bases. But it's good to know that there exists an organization trying to do just this.

This organization, Records For Our Fighting Men, Inc., headed by Bob Hope, is presently conducting its second scrap record collection drive, which will run through the month of July. The American Legion and its Auxiliary are the collecting agents and the appeal is for old, unwanted, worn-out, and broken records. These scrap records are to be sold to record manufacturers and the net proceeds will go to purchase new records for distribution to army and navy camps and bases, here and abroad.

Operators are asked to turn some of their scrap records over to American Legion Posts. Or if the contribution is a heavy one, a Legionnaire will drop by to pick it up.

It's Coming

SEVEN GORGEOUS GLAMOUR GIRLS

The Most Beautiful Portfolio of 11 x 14 Natural Color Prints Ever Offered

Artistic, entrancing, charming nudes and semi-nudes. Actual full color photographs reproduced in natural color lithography in the standard 11x14 size and ready for framing. Each set of seven in a heavy stock portfolio embossed in silver. Connoisseurs of the figure beautiful have agreed the set is well worth $25.00, but for a limited time only this beautiful set will be sold to the Coin Machine Fraternity at only $2.00 postpaid.

WATCH FOR THIS STARTLING ANNOUNCEMENT

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

10% Tax Killed

OKLAHOMA CITY—Oklahoma music operators are jubilant over the ruling of a District Court setting aside the recently enacted state law which would have taken a 10% slice from the gross on automatic phonographs as a state tax.

As soon as the law was passed operators immediately organized a test case. In giving its decision the District Court stated that the 10% tax was confiscatory and not in agreement with decisions of the United States Supreme Court, and that in its present form it was ambiguous.

There is little possibility that the state will appeal the case and operators are hopeful that this ruling by the District Court will once and for all set aside consideration of such "grab" tax tactics.

Florida Cig. Tax

TALLAHASSEE — The new Florida three cent cigarette tax went into effect on July 6th, automatically boosting the retail price on cigarettes to between seventeen and nineteen cents per pack.

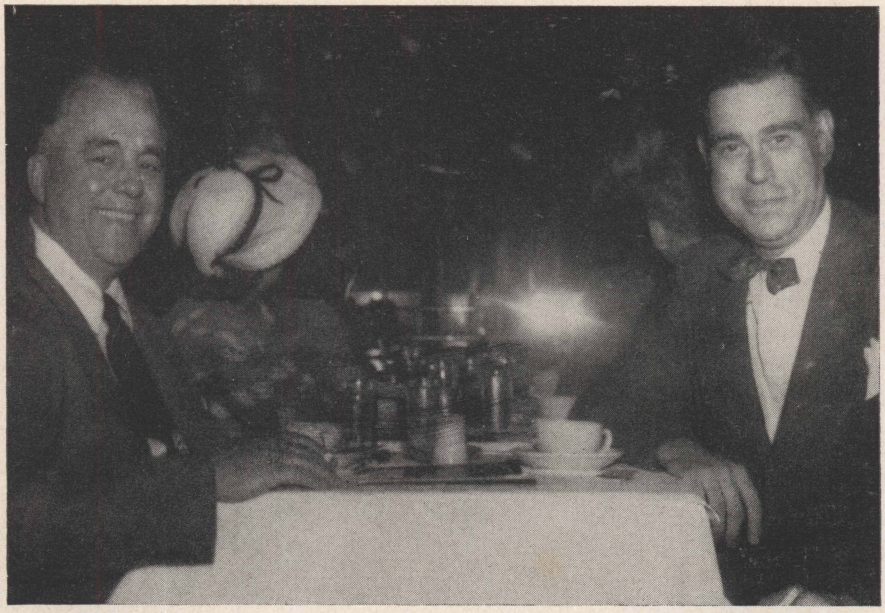
Under the new law each retailer is required to take out a tax permit costing one dollar and to place a three cent tax stamp on each package before offering it for sale.

Cigarettes are retailing at nineteen cents through automatic vendors and a patron is required to insert two dimes and receives his pack of cigarettes, matches and a penny.

Disc Still Climbing

CAMDEN, N. J.—Cowboy singer Elton Britt was presented with a gold-plated copy of the one-millionth pressing of his Bluebird hit, "There's A Star Spangled Banner Waving Somewhere" and at the same time it was revealed that the record has now passed the 1,100,000 mark in sales and is still going strong.

The Oklahoma born and raised songster was presented with the Victor's version of Hollywood's "Oscars" by Frank Walker, RCA Victor official, at ceremonies aired over Ted Cott's "Sounding Board" program in New York. At the rate the disc is selling now, Walker predicted, it will become the biggest cowboy seller on the Bluebird hill-billy list.



Fred McKee, western representative for International Mutoscope Corp. and Ken Wilson, former salesman in the Eastern Division, break bread at Earl Carroll's, Hollywood, and chew the fat over the Arcade business and further expansions in that field. Wilson is now operating Arcades in Little Rock, Arkansas, and Dallas, Texas.

Sons In Service

BENTON HARBOR, Mich.—Bernard Maas, local operator, has three sons in the service and is managing his operations alone at the present time.

TYPESETTERS TO COIN MACHINE REVIEW

... Congratulations to you, Paul Blackford, on your 121st Consecutive Issue of Coin Machine Review

INTERTYPE
LUDLOW
ELROD
PRODUCTS

Vogue • MIchigan 0751
COMPOSITION COMPANY
421 E. SIXTH ST. • LOS ANGELES 14

PRINTERS TO COIN MACHINE REVIEW

... Congratulations to you, Paul Blackford, on your 10th Anniversary Issue of Coin Machine Review

YOUR COMPLETE
PRINTING NEEDS
SKILLFULLY
PROCESSED

Citizen Print Shop INC.
540 S. SAN PEDRO ST. • MUtual 3226
LOS ANGELES 13, CALIFORNIA

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They Can't Resist it!

. . . . nothing tops PHOTO TRAYS for originality, cleverness and freshness of appeal. From coast-to-coast the Coin Machine Industry has taken full advantage of the exclusive privilege offered for we have purchased the entire factory output for the past 7 months and sold them only to members of our industry. Consequently our own men have had the opportunity of making the premiere presentations of

Hollywood's New PHOTO-TRAY

Today very little new salable merchandise is available, and certainly none with the sex appeal and definite human interest embodied in the exclusive Hollywood PHOTO TRAY cocktail and hors d'oeuvres tray.

We have sold and shipped thousands and thousands of these unique trays in the past few months and at times our factory has been two to three weeks behind in filling orders . . . all of which attests to the popularity of this item. We have exclusive national sales rights in all fields but we are not amplifying our advertising efforts until members of our Industry have had the cream off this novelty. Thereafter it will be easily salable by the thousand in the ordinary retail outlets.

PHOTO-TRAYS are fully protected and infringements will be vigorously prosecuted. If you haven't tried a trial dozen, do so today with the full assurance that you have an item that will not be offered nationally despite demands, until our own industry has been properly supplied. If a delay in delivery is required because of quantity orders you will be properly notified. Retail sales price in stores will be $6.00 each.

No. 6

9 EYE FILLING SUBJECTS READY

To Hollywood comes the cream of the feminine crop of loveliness and from this fresh, vibrant, luscious parade of pulchritude our dimension-conscious experts have selected the most exquisite models to pose as PHOTO TRAY subjects. These glamorous models are artistically and cleverly photographed and reproduced in 9 salon prints and permanently sealed in the PHOTO TRAY. The subject is then given five coats of the finest bar-top lacquer to protect it against ringing, scratching and marking. Frames and handles are of beautiful contrasting hardwoods, in natural finish, and each tray is tissue packed in an attractive gift box. Size of tray is approximately 12" x 16".

No. 12

No. 3

it's Terrific!

for SALESBOARDS & PRIZES

Just imagine a few of these exotic trays in their presentation boxes grouped on a back-bar. Boards will go like wildfire. Tests prove that they do and operators come back for more and more. Use with pull cards or hole boards and build your own deal. Sell it or percentage it—either way you win. Variety of subjects makes it possible to continue the deal for weeks and weeks in the SAME location. Order a sample dozen today. You'll not be sorry!

No. 11

ORDER A SAMPLE DOZEN TODAY . . . . . YOU'LL BE BACK FOR MORE!

No. 4

No. 5

No. 7

No. 8

No. 2

★ ★ ★

CRAFTSMEN'S GUILD

PHOTO-TRAY

MADE IN HOLLYWOOD

SUBJECT NO. 12

THE REVIEW considers itself fortunate indeed to be able to offer its readers this *"FIRST"* in unusual gift opportunities. Professionally done, and beautifully finished these PHOTO-TRAYS will last indefinitely and bespeak the good taste of the host whenever used.

ORDER NOW FOR PROMPT DELIVERY

Because of the employment situation only a limited production of PHOTO-TRAYS is possible at present. While we feel confident of being able to fill all orders, we do urge you to not delay, but order NOW. *Be sure to list the number of each subject desired,* along with the quantity of each.

SAMPLE EXPRESS PREPAID . . **$4.75**

Lots of 6, Prepaid . . . . . Ea. 4.25
Lots of 12, Prepaid . . . . . Ea. 3.95

Express Charges Collect on C.O.D. Shipments

COIN MACHINE REVIEW

1115 VENICE BOULEVARD
LOS ANGELES • CALIFORNIA

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Bargain Mart

5c PER WORD, MINIMUM $1.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS——
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING ——————
We specialize in adjusting, tightening, cleaning, greasing and repairing Slot Machines and Vest Pockets. Have them buffed and painted to increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: CItrus 1-1093 (SS-C)

PHONOGRAPH RECORDS WANTED——
Look Ops! For our choice of your records we pay fourteen cents each and brother that's tops since the market laid an egg in 1929. The big music Ops deal with Devie's, California's largest used record dealer at 1615 Cahuenga Boulevard in Hollywood. (MJJ-P)

FOR SALE ——————
25 DuGrenier 11 column Champions, 20-S, 15-W; 25 Rowe Aristocrats. Write for prices and state how many you can use. JOE SMITH TOBACCO COMPANY, Pittsburg, Kansas. (MJJ-P)

COLUMBUS PEANUT MACHINES——
Brand New—discontinuing Factory Distributorship for duration. Model "M" $4.65; "21" $4.25 (no locks) 2 Vise-Grip Locks for 85c extra per machine. Tri-Mor $26.50; Bi-Mor $20.00 on DeLuxe pedestal stands. F.O.B. Washington, D. C. One-third with order, balance C.O.D. E. O. LIKENS, Bethesda, Maryland. (JJA-P)

PHONOGRAPH RECORDS——————
darn near never wear out if you keep them clean with Slide Oil Seven. Send one dollar to DEVIES, 1615 Cahuenga Boulevard in Hollywood for three bottles. (JJA-P)

USE MARBLES——————
as substitute for Ball Gum in Prize Ball Gum Machines. ½ to ⅝ size. PENNY KING COMPANY, 2980 West Liberty, Pittsburgh 16, Pa.

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 485, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

SLOT MACHINES REPAIRED——————
Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 1070 Thompson St., Glendale, Calif. Telephone CItrus 3-3721. (TF-C)

PHONOGRAPH ROUTES WANTED——
I will buy, for cash, Phonograph Routes any size, anywhere in the Western States. Give full details in first letter and lowest cash price. BOX 505, COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles 15, Calif. (TF-C)

FOR SALE ——————
9 Vibro-Machines (Foot Massage)—1c; big hit at World's Fair. Single. DAVIDSON TRADING, 300 Fourth Avenue, New York. (MJJ-P)

WANTED——————
Penny Candy Bar Vendors. Will pay cash. State make, size, price, condition. WEST COAST SALES, 1831 68th Avenue, Oakland, Calif. (MJJ-C)

WE PAY CASH——————
for Used Bennett, Pfanstiehl or Permo Point Needles. State number and we will give you our quotation. ALPHA DISTRIBUTING COMPANY, 1025 North Highland Avenue, Hollywood 38, Calif. (JJA-C)

WANTED ——————
Mills Escalator Slot Mechanisms and Parts; Payout Slides all denominations. Airmail list immediately describing fully. COLEMAN NOVELTY, Rockford, Ill. (JAS-P)

GARRARD GOVERNOR SPRINGS————
Springs for Garrard Turn Tables, 50c per set. PIONEER DISTRIBUTING, 4030 Beverly Boulevard, Los Angeles 4, California. (J-C)

CANDY, CIGARETTE——————
Peanut and Ball Gum Machines, all makes, for sale at smashing prices. Complete stock of Uneeda-Pak machine parts. Prepare with 20c change-over parts. More Federal taxes on cigarettes coming. Parts getting scarce. MACK POSTEL, 6750 North Ashland Avenue, Chicago, Illinois. (JA-P)

NORTHWESTERN STANDARD————
and 33 1c and 5c Slug Proof, $3.00; Deluxe, $6.00; Stands, $1.00; Pikes Peaks, $10.00. AMUSEMENT SALES CO., 4304 Jefferson, Kansas City, Missouri. (J-P)

WANTED FOR CASH——————
Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 1417½ West Pico Blvd., Los Angeles, Calif. (JAS-P)

FOR SALE——————
The following are ready for location; Rock-Ola 20-record Imperial, $60.00; Rock-Ola 16-record Ambassador, $40.00; Rock-Ola 12-record Regular, $30.00; Mills Throne, $100.00; Twin Wurlitzer complete Keeney adaptor with 4 boxes, speaker, etc., $75.00; Turf Champ, P. O., (ticket model), $10.00; Jockey Club, P. O., console, $35.00; Captain Kid, 5-ball, F. P., $30.00; Formation, F. P., $20.00; Bally Mascot, F. P., $10.00; Stoner Armada, F. P., $10.00; Exhibit Leader, F. P. $10.00; Genco Cadillac, F. P., $12.50; American Eagle 5c, $10.00; Ginger 1c, $4.00; Punchett 5c, $2.50; Draw Poker, $4.00; Reel 21, $4.00; 3 way Gripper, $15.00. FLOYD KNUDSON, P. O. Box 1335, Fresno, California. (JAS-P)

WILL PAY——————
$150.00 per case (10,000 shells) for .22 Shorts and .22 Longs—distance no barrier—Cash waiting. J. PUCILLO, 9503 Woodhaven Blvd., Ozone Park, Long Island. (J-P)

WANTED AT ONCE——————
All around mechanic for phonographs and vending machines. Salary, $250.00 per month to start. Single man can room and board on Post for $38.00 per month. Contact ELMER KILBERG, Post Exchange Headquarters, Camp Roberts, Calif. (J-C)

FOR SALE——————
One Set of Sterling Silver, made by Oneida, the world's largest makers of table flatware. A complete, genuine Sterling Silverware Service for eight in a masterpiece of design by Oneida's famous craftsmen. Each place setting consists of dinner knife, dinner fork, cream soup spoon, salad fork, and two teaspoons in the famous medium weight Dowery pattern. Only set remaining out of a lot of 100 received from manufacturer on factory close-out for duration of war. Set comes complete in a satin-lined, tarnish-resisting chest. Approximate retail value today—$167.50. Our price for one remaining set—$97.50 prepaid. COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles 15, California. (J-P)

FOR SALE——————
Groetchen's Mountain Climber, Like New; Bally Roll-Em, $149.50 each; Challenger, Multiple One-Ball, $217.50. Wanted: Slot Machines. COLEMAN NOVELTY, Rockford, Ill. (J-P)

FOR SALE——————
Bally One-Ball Free Play, Gold Cup, Jackpot and Multiple, clean and ready for location, $44.50. Deposit please. KAW SPECIALTY COMPANY, 715 Kansas Avenue, Kansas City 3, Kansas. (J-P)

MARBLES——————
⅝ Glass Agate. Use while Ball Gum is so scarce. See TORR add on page 19.

HERE IS YOUR HANDY "AD ORDER" BLANK

COIN MACHINE REVIEW,
1115 Venice Blvd.
Los Angeles 15, Calif.

SEND CASH WITH ORDER { **5c a Word** / **3 Insertions at Price of 2** }

Kindly insert the following ad.....times in your "BARGAIN MART" section. Herewith is remittance in full in the amount of $.....

BLIND ADS 10c EXTRA TO COVER COST OF POSTAGE

AD COPY.....

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Name and address should be included in the word count.
Copy must reach Los Angeles office by tenth of each month.

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HERE'S HOW - -

You can reach the 15,000 operators in the nation. THE REVIEW offers a complete mailing service to its verified lists. Follow up your advertising in the trade press with individual mailings. You'll find it pays handsomely. We are equipped to cover any city, county, state, group of states or the entire nation in a record short time at the following low rates:

ADDRESSING from our Addressograph plate list.....$15.00 per thousand
Advertiser to furnish mailing piece, stamped, stuffed, sealed or tucked in. We address and deposit with Post Office. Mailing receipt furnished if desired at 50c per mailing additional.

HAND ADDRESSING from our lists .....$25.00 per thousand
We furnish the lists and address by either pen or typewriter, and deposit with Post Office. Mailing piece to come to us complete and ready for mailing after being addressed.

HAND ADDRESSING from lists supplied .....$6.50 per thousand
We address by either pen or typewriter, and deposit with Post Office.

EXTRA SERVICES:
Folding letters, broadsides, circulars, etc.....$1.00 per thousand
(One fold only. Additional folds at same rate.)

Stuffing envelopes with one enclosure .....$1.00 per thousand
(Additional pieces at the same per thousand rate.)

Tucking in flaps, stamping, sorting, rubber stamping permits, etc., per operation.....$1.00 per thousand

Let us know the amount of territory you desire to cover and we'll give you, by return mail, the exact number of pieces we will require.

COIN MACHINE REVIEW 1115 VENICE BLVD. LOS ANGELES, CALIF.

You, Too— Can Lasso

PLENTY BUSINESS

by consistently using the advertising columns of THE REVIEW to reach the leading operators in the United States and Latin America. More than 4500 operators read this publication every month . . . the largest blue-ribbon list of operator-readers offered by ANY publication in this field.

Thumb through this issue—see the clientele using this publication and immediately you know the prestige THE REVIEW holds in the coin machine fraternity. Spot your advertising where it is in good company, where it will be brilliantly presented in a star-studded editorial background, and where it will bring you the "mostest returns for the leastest." (You never see ads piled on top of each other and buried in THE REVIEW).

FINAL FORMS FOR THE AUGUST NUMBER CLOSE

AUGUST 12

For preferred position, contact our nearest office TODAY!

THE COIN MACHINE REVIEW
Fl. 8269
1115 Venice Blvd., Los Angeles 15

35 E. Wacker Drive, CHICAGO 1, CENtral 1112
441 Lexington Ave., NEW YORK 17, Murray Hill 2-5589

FOR SALE
ABT Target Skills, $7.50; Model F Targets, $12.50; Red, White and Blue Targets, $15.00; Big Game Hunter Targets, $17.50; Mills Fire Fly Shockers, $12.50; Advance Shockers, $12.50; Grippers, $7.50; Skill Jump, $69.50; Exhibit Muscle Builder, $195.00; Exhibit Jack Ass Lifter, $125.00; Mutoscope Thigh-O-Graph, $175.00; Mutoscope Grip-O-Graph, $125.00; Chicago Coin Hockey, $225.00; Spit Fire, $20.00; Set (3) Exhibit Hearts, $100.00 set; Set (3) Exhibit Personality Indicators, $100.00 set; Set (3) Exhibit Whatsis, $100.00; Kicker and Catcher, $20.00; Hole-In-One, $10.00; Evans In The Barrel, $125.00; Mills Worlds Horoscope, with cards, $100.00; Criss Cross and Bingo on stand, $25.00; Mountain Climber, $195.00; 5—1c Peep Shows, $125.00; Texas Leaguer, $50.00; Skillerette, new, $30.00; Juggling Clown, $15.00. One-half with order, balance C.O.D. VICTORY AMUSEMENTS LTD., 243 South Main Street, Los Angeles, California. (J-C)

HECHT NIELSEN OFFERS
5c Bar Machines: Stoner 6 and 8 column; U-Select-It 54's, 72's and 108's; Mills 5-column; Advance Selecteria, Du Grenier's and other models. All guaranteed perfect and clean. Most like new. Some have deluxe cabinet stands or angle iron stands, from $12.50 to $95.00. HECHT NIELSEN, 1322 Congress, Chicago, Illinois. (J-C)

FOR SALE
Nine Wired Music Cabinets with Amplifiers, Speakers and Slots. 100 Coin-Operated Timers for radios or——. OSBORN MUSIC COMPANY, 2323 W. Pico, Los Angeles 6, California. (J-C)

CIGARETTE & CANDY VENDING MACHS.
Rowe, Uneedapaks, DuGrenier, Nationals. All sizes and models. MARVELOUS BUYS. UNEEDAPAK PARTS. What have you to sell? MACK POSTEL, 6750 N. Ashland, Chicago, Ill. (JAS-P)

WANTED
Grips, Legal Games, A. B. T. Targets, Scales. Have 2,000 Merchandise Venders to sell or trade. GRAHAM'S VENDING SERVICE, Connellsville, Pa. (J-P)

PEANUT VENDORS
A stock of Table Model Penny Peanut Vendors on hand at only $3.00 each. DAVIS METAL FIXTURE CO., Lansing, Mich. (JAS-P)

A COMPLETE STOCK
of rebuilt 5c Selective Candy Bar Vending Machines. Also all kinds of 1c vendors. ADAAR COMPANY, 733 South Euclid Avenue, Oak Park, Illinois. (JAS-P)

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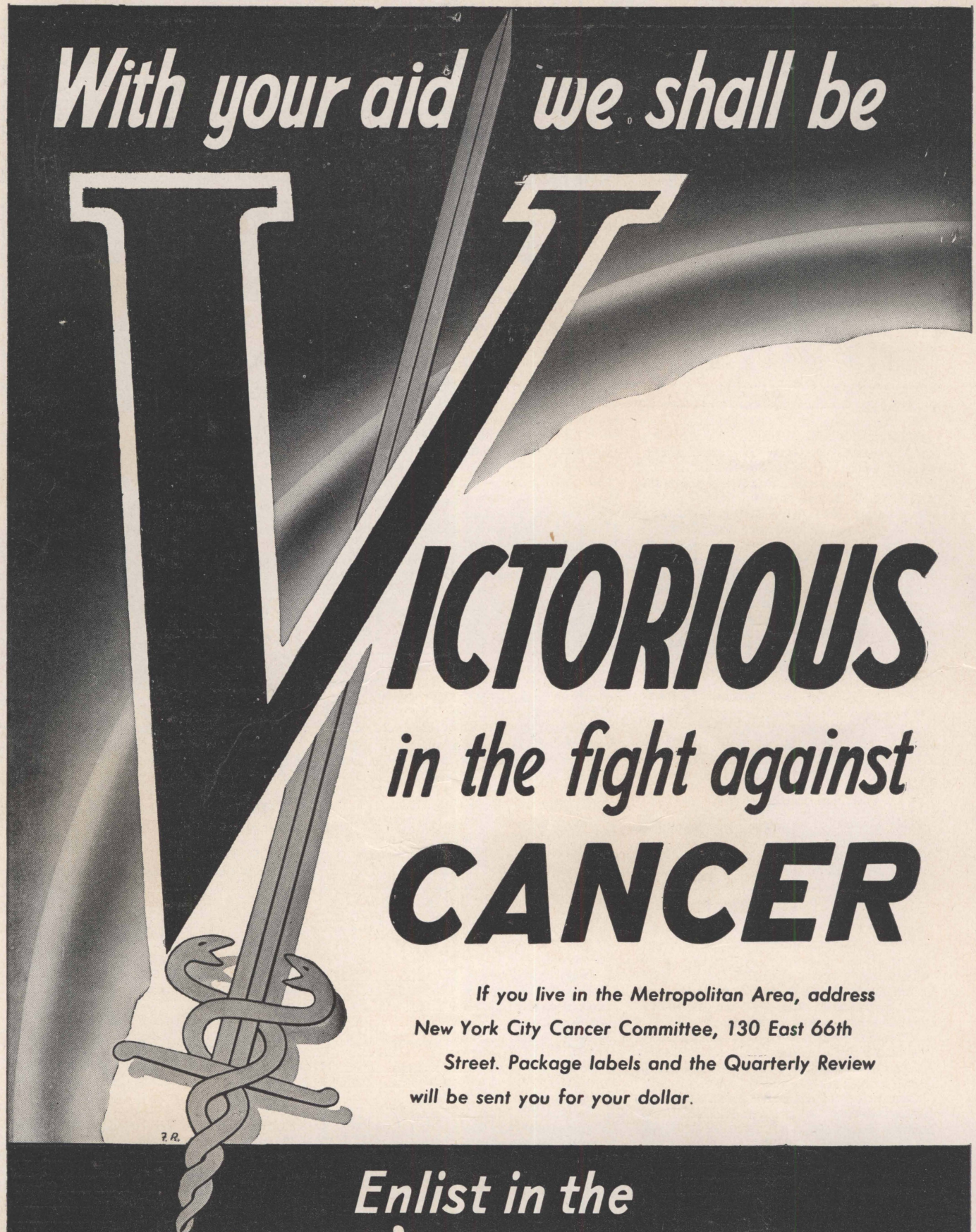

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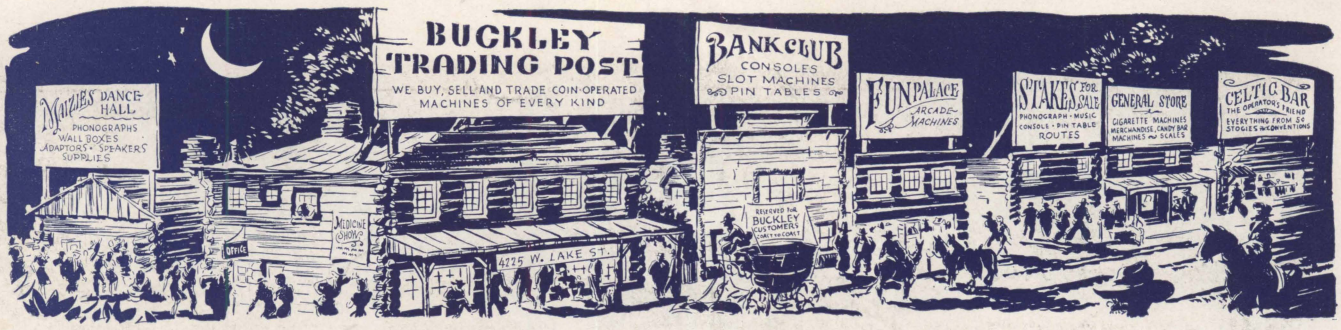
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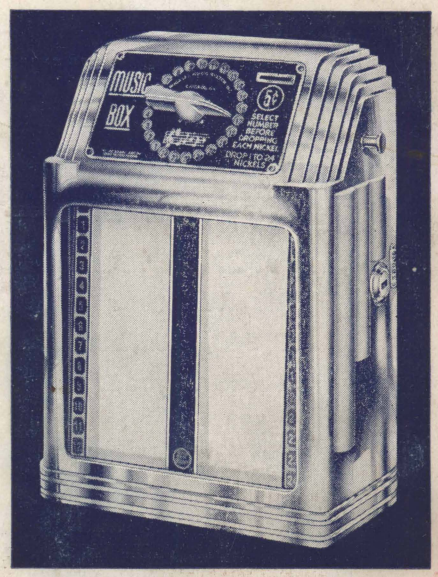

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